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RADIO STATION
FEB 18 8 ?? AM 1957

MEMORANDUM

February 14, 1957

TO: NAEB Officers and Directors
Members Permanent Financing Committee
(Jim Miles, Bill Harley, Dick Hull)
Executive Director
Associate Executive Director

FROM: Burton Paulu

SUBJECT: Plans for long-range permanent financing of NAEB

One of NAEB's most important and crucial problems is permanent financing. We are now operating on our second Kellogg grant. It expires on June 30, 1959. After that date, how will we support those NAEB functions now underwritten by it?

To look for answers Frank Schooley, when president, appointed a Permanent Financing Committee consisting of Jim Miles (chairman), Bill Harley and Dick Hull. I have reappointed this committee with the same membership plus Ned Rosenheim.

Attached are the group's first two reports. Chairman Miles asks that these be distributed to you "with a note asking strongly for reaction to the proposals and advice to the committee. We honestly do not feel we can go much further with our deliberations until we receive such indications of support."

Since the continuance of NAEB at its present or higher levels of performance is entirely contingent upon finding continued financial support, please send Jim Miles your reactions and suggestions!

B. P.

BP:lt

CLASS OF SERVICE

This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION

TELEGRAM

W. P. MARSHALL, PRESIDENT

1201

SYMBOLS

DL=Day Letter

NL=Night Letter

LT=International Letter Telegram

The filing time shown in the date line on domestic telegrams is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

1957 FEB 6 PM 5 20

SA234 MD355

M LLA435 NL PD AR=MINNEAPOLIS MINN 6=

:FRANK SCHOOLEY, STATION WILL=

=UNIVERSITY OF ILLINOIS URBANA ILL=

ARRIVING WASHINGTON LATE EVENING FEBRUARY ELEVENTH LEAVING AFTERNOON THIRTEENTH. SAVING EVENING OF TWELFTH FOR CONFERENCE WITH YOU UNLESS YOU REPLY OTHERWISE=

BURTON PAULU KUOM=.

TELEPHONE NO. —

RELAYED TO — 7:18

TIME 1957 FEB 7 AM 9 05

BY by-G

ATTN

RE

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

February 22, 1957

Dr. Burton Paulu
K U O M, One Eddy Hall
University of Minnesota
Minneapolis, Minnesota

Dear Burton:

No 11. Not on agenda. VOA-Marks.

Lenny and I went to see Bob Button, VOA.

We discussed possibility of VOA helping NAEB make some of its programs available for international exchange. This wasn't too satisfactory, and Lenny noted less enthusiasm than when he talked with Button at earlier time.

I pointed out that NAEB might do a lots more than VOA could ever do, because we are not attached to government. Like many in government, he kept losing the point.

Ended up in that we are to suggest something that might be possible in India area. Shall do, but what I shall do I shall be sure is done within NAEB framework, and with Sy and his committee in mind.

Second thing we considered was the old traffic problems related to incoming educational programs on tapes. Lenny is to follow up, but with only fair hope if something can be accomplished within next 30 days. If not, then probably only hope is via Congressional action.

On this same item, I have since talked to Ken Yourd who is to supply me with data on two pending UNESCO agreements, which if approved by Senate, might help. After Ken gives me dope again, I'll have Lenny check to see if enacted, they would help, in his opinion, and also on possibilities of Senate approval.

Thus ends No. 11.

Regards,

Frank E. Schooley

FES:nb

CC: Skornia

February 22, 1957

Dr. Burton Paulu
K U O M, One Eddy Hall
University of Minnesota
Minneapolis, Minnesota

Dear Burton:

On No. 1 - Executive committee inquiry.

Without looking up exact questions, Executive Committee asked three or four questions regarding future status of Journal. I'll try to give my best guesses, or state my personal opinions relating to questions and problems.

I believe the Journal ought to pay for itself. I believe it can pay for itself. I believe it will take a little time before we can be sure, or get it to place we are sure it is and will carry its own load.

I believe that Journal should be able to count on $3.25 from each subscription and from each individual membership for its own use. This is an arbitrary figure, selected by me because it is the base figure used when agencies get subscription discounts, i.e., agency pays only $3.25 for each sub, keeps 75 cents.

I believe subscription list can be built up materially--in time.

I believe product can always be as good as now, and I actually believe it can be improved.

I do not believe we can count on much advertising income within the forseeable future. This doesn't mean that we shouldn't try. Right now full-page rate is $100. That's ten cents per reader per issue, and that's TOO high.

Related to Journal are individual memberships, and I shall comment more fully in relation to Miles' committee letters. In brief, I believe we can build up greatly.

Also, I repeat I'm willing to do whatever is necessary to carry on where we are now going with Journal and with individual memberships. Further, I believe we can carry on, improve, and build up.

Regards,

Frank E. Schooley

FES:nb
CC: Skornia

February 22, 1957

Dr. Burton Paulu
K U O M, One Eddy Hall
University of Minnesota
Minneapolis 14, Minnesota

Dear Burton:

On No 2, visit with Stasheff.

Spent three or four hours with Ed Stasheff while in Ann Arbor last Saturday. He was interested in duties as chairman of Publications Committee. I gave him my best guesses, which you might supplement or change if I erred.

I suggested that primary concern of the Committee was the two publications - Newsletter and Journal.

Suggested to him that we have roughly half-day session of his committee at Columbus, with each member attending receiving, say $25, from the Publications Study fund. Said meeting would (1) consider duties of committee, (2) consider recommendations of the consultants, (3) make plans for Journal for next year, and (4) same for helping, assisting, improving Newsletters of future.

He approved of dittoed memo I had sent to Publications Committee, with copy to Board members.

He and I agreed that it probably would be better now to change Journal title to NAEB JOURNAL, effective next fall, with start of new volume. That we should make this announcement of intent in last issue or two of this year.

Think this covers main items of discussions and comments, although I might mention we had lunch as guest of Harry Combes, Illini basketball coach, at Old German Restaurant. How's that for bringing athletics and education together?

Regards,

Frank E. Schooley

FES:nb

CC: Skornia

February 22, 1957

Dr. Burton Paulu
K U O M, One Eddy Hall
University of Minnesota
Minneapolis, Minnesota

Dear Burton:

Re: No. 3 - JCET Executive Committee Meeting.

The Committee met as scheduled, 10 a.m., Monday morning, and adjourned after lunch at Pierre's.

Approved proposed reduced budget of $125,000 ($140,000 asked) but understanding that if Ford approved balance from 1956 operations might also be used. The Committee was not given definite figures on 1956, rather 13-months operation figures. Unusual, but we got close to approximate figures.

Much of the discussion of meeting centered around paragraph in grant which said that future grant considerations by Ford would be based upon JCET acting in advisory capacity to total movement. Jorgensen and Steetle were to see Dr. Faust later, and report meaning. Then JCET could determine its course or courses.

Jorgensen and Steetle seemed to feel that meaning wasn't what paragraph said, or that if it was could be changed. I can tell you that it means what it said, and it never would have been signed without approval of President Heald. It's full meaning will become known only in time, I guess.

Newburn tried to get group to commit itself as to its intent, but this was not forthcoming. In other words, Steetle was not now (as of that date) willing to say what he had said previously, namely that JCET was anything but permanent. If JCET takes the position it is permanent, and I feel that it will, then the future with Ford is dim. Whether JCET can get funds from another foundation is questionable, but I believe they will decide to move along these lines after they get more interpretation on the paragraph in question, and after they have had time for conferences.

I told them of the Senate Majority leader's (Lyndon Johnson) intent to have introduced into the hopper a bill to get monies for ETV within education bill or bills, and offered to have Lenny Marks meet to tell the story to the group. It was 12:20 when they finally

decided to have him to lunch, and Lenny had already made luncheon date. Since Committee wasn't to meet in afternoon, we didn't get report, and whether it has been followed up or not I do not know.

This letter will have more meaning if I can get, and I shall try to locate or get from Ralph, copy of documents used at the meeting.

Ralph reported on FCC visit to Pittsburgh, but didn't invite JCET members to attend. I understand it went off well, but don't have any report at the moment.

Regards,

Frank E. Schooley

FES:nb

CC: Skornia

February 22, 1957

Dr. Burton Paulu
K U O M, One Eddy Hall
University of Minnesota
Minneapolis 14, Minnesota

Dear Burton:

On No. 4. Ford-Faust.

When in New York on Monday, saw Dr. Clarence Faust, Ford VP. He came out of meeting to see me because he knew I had only the one day in New York and wanted to have chance to talk with me. He has invited me to come back and talk to him later. Now for whatever value you think my opinions or guesses are worth, I'll list some. They are my opinions and impressions, not exactly on anything specific Dr. Faust may have said.

-- He really wants to know about NAEB.

-- He'd heard kind words about me through the FAE - Fletcher and Griffiths.

-- He has read little if anything within Foundation about NAEB. He's been too busy handling two jobs - the VP and TFAE jobs.

-- He was essentially the listener.

-- He has not prematurely closed his mind, or formed his opinion on anything we might ask of Foundation through him.

-- He seemed reasonably pleased, in an informal way, about what NAEB had been doing on and with Ford funds.

-- He agreed that he should know more about NAEB. I suggested, and he agreed, that he might profit if we furnished dope to him, 1, succintly written over-all, and 2, some more lengthy things he could glance at or read at leisure.

-- He will consider request to use funds of this year for that TV management-financial seminar-workshop that executive (if I recall correctly) committee and professionally advancement committee suggest we have. Original around here was in neighborhood of $4500. In

talking to Dr. Faust I suggested $6000 figure, and from what parts of $94,000 sum would come. Strictly confidentially, I know he'd be in tough spot to say no on this, in view of conditions of total grant. Therefore, I feel he'll approve and will get request under way next week.

It's difficult to give true, accurate appraisals in letters sometimes, but above seems best I can do now. In other words, I feel encouraged about future; I'm not Polyannish.

Regards,

Frank E. Schooley

CC: Skornia

P. S. Guess this whole letter should be confidential because of dangers of my impressions getting too far afield...fes

February 22, 1957

Dr. Burton Paulu
K U OM, One Eddy Hall
University of Minnesota
Minneapolis, Minnesota

Dear Burton:

On No. 5 - NBC VP.

Joseph Heffernan, NBC VP in New York, had written me sometime ago, asked me to talk with him in Washington or Chicago. He called me in Washington, from New York 12 days ago, and asked me to come see him when in New York. I explained that you were president, I a past president. I also explained my views, and urged him to talk with you, since, on principle, I opposed what he wanted me to do anyhow. That made him all the more insistent on talking with me.

What he wanted (and he started in on how he was so glad we were to get NBC shows, i.e., NBC-ETRC; I immediately found out he knew little late dope, because WILL-TV is one of three which must get them via kine. No network facilities available) was to get me to testify before a Congressional committee urging exemption of all-channel receivers from excise tax. I said I did not oppose exemption of all TV sets from excise tax, but that wouldn't help the UHF-VHF problem, and that taking off one, UHF, was like taking off Dodge so Dodge could compete with Ford, Chevy, and Plymouth. It was a pleasant, but hectic 20 minutes.

I had been warned by a man high in industry that he, Heffernan, was quite an operator. I had discussed problem with Lenny Marks a week earlier.

Actually, little likelihood that Congress will act along these lines anyhow.

Regards,

Frank E. Schooley

FES:nb

CC: Skornia

February 22, 1957

Dr. Burton Paulu
K U O M, One Eddy Hall
University of Minnesota
Minneapolis, Minnesota

Dear Burton:

I have read and re-read recent letters from Miles (2), the one transmitting from Paulu, and the Coleman comments. I now comment for whatever my views are worth.

It seems to me I can best help, if any, by stating some philosophy (not intended to be high-toned) on NAEB and the future.

Personally, I find the Miles' Committee considerations helpful, although I may disagree in my details.

To me, NAEB should keep on building slowly, if so doing means that it is also and always in a safe position regarding the future. I don't think we should so expand ourselves that we fall of our own weight if some rugs are pulled or yanked from under us.

Therefore, I believe the NAEB Radio Network should carry its own operations, and stations should pay what is needed to keep up services.

Also, I believe NAEB organizational-operational activities (primarily headquarters) should also pay for themselves. This prospect isn't so likely within forseeable future.

I believe we can increase income from building on professional basis and on building up category of individual memberships I believe this will come slowly. It should be done on solid basis. I don't believe it should be done on a basis that could or would alienate the old-typers of institutional memberships. My own opinion, however, is that if we build solidly the old interests will not die, or be harmed, that actually we will gain more support for them, and the old-time, long-range interests of NAEB stations will be sustained.

On some particulars suggested one place or another:

-- I think that $3.25 from each individual member and from each subscription should be allocated to Journal. It must get better, not worse. We are getting by this year because of special circumstances. If we make money at $3.25, I see no harm. I don't think we should count on less.

-- I think Newsletter should be entitled to $1.20 (minimum) for each individual member, perhaps more if we change to bi-monthly, and that's desirable if and when we can afford.

-- Advertising income for the Journal will never be substantial. This doesn't mean we shouldn't try. But let me explain, present rate of $100 per pate costs the advertiser 10 cents per reader per page. A rather high rate. When we get subscriptions and memberships in better shape, when we get greater numbers, we'll have more selling points.

-- As to Coleman's suggestion, of spending to make money. It seems to me that the real question is one on our ability to gamble. It would take $20,000 to gamble on a year's basis, minimum, I believe. I don't think we can afford to gamble. Also, I don't believe we are in business, in the same kind of business as an auto salesman, a manufacturer, etc.

-- You may say, I'm too conservative. Maybe so, but we've seen some organizations kill themselves by over-expansion.

That's about enough from me, I'll be happy to discuss or defend my beliefs if you wish to go into any thoughts at greater depth.

Regards,

Frank E. Schooley

FES:nb

CC: Skornia
Miles

February 22, 1957

Dr. Burton Paulu
K U O M, One Eddy Hall
University of Minnesota
Minneapolis 14, Minnesota

Dear Burton:

Just so you'll know I'm still alive, I'll record some intentions. Meanwhile, hope you've recovered from the 'flu. I'll be sending you comments or reports on the following:

1. Reply to Executive Committee inquiry regarding probable status of the JOURNAL.

2. Report of visit with Ed Stasheff.

3. Report of JCET executive committee meeting.

4. Report of visit with Dr. Faust.

5. Report of session with NBC's VP Joe Hefferman.

6. Report on JOURNAL request response. Right here. Picked up article from Ed Stasheff he was planning to forward. Picked up promise of review from Stasheff. Received three or four from Tracy -- he, too, was just ready to mail me. Dan O'Connor (with Elmer in Florida) wrote and sent along an article.

7. We have now billed everyone on the old AERT list, subscribers and memberships, and we are getting back some monies, some cancellations, and some data that will help us improve listing. Some real dead ones on the list. Example: Ola sends back note that teacher listed as AERT active member has been gone from Flint for two years. When we get this process done, we ought to be able to divide between subscribers and memberships. That's desirable.

8. Hope to see Dick and Keith in Columbus on Monday.

9. Will respond to Miles' committee letters. I hold some different opinions, in degrees, and shall express them and why. In part, this may overlap 1 above or be a total answer to the inquiries.

10. Better come down with the Minnesota basketball team next Saturday.

Reason for setting up all of these items is to let you know my intentions on reporting, and to also indicate that I'm way behind in much of my work.

May even send this via Skornia to Ann Arbor, so you can get earlier, and one some matters Harry can give you his impressions of my impressions, anyhow.

Best regards.

Sincerely,

Frank E. Schooley

CC: Skornia

February 27, 1957

Dr. Burton Paulu
K U O M, One Eddy Hall
University of Minnesota
Minneapolis, Minnesota

Dear Burton:

Just a note to report that I did have opportunity to visit with the Hulls in Columbus. Spent Sunday evening discussing dear ol' NAEB and friends. Also, talked with Keith on Monday morning, although didn't see him. His only day in town and he was unusually busy. All seemed well and happy.

And the Illini did to Ohio State what we'll try to do to the Gophers down here Saturday.

Regards,

Frank E. Schooley

FES:nb

February 27, 1957

Dr. Burton Paulu
K U O M, One Eddy Hall
University of Minnesota
Minneapolis, Minnesota

Dear Burton:

You'd think I didn't (and I hope University never does) ~~that I do nothing~~ but NAEB business. Somedays seems that way to me. This is third Paulu note today. Just talked with Maurice Seay. He's real busy, and would rather not talk right now. However, he wants Skornia and Schooley to visit him in early April; you, too, if you wish. I thought it better not to press him now, and he agreed he'd rather not be pressed. I offered to go along as valet, and he wanted to know how much money I had. When I suggested Foundation pay, he said, "you've just been turned down." I told him I was used to that and he had good laugh. Thanked me for calling, and asked me to initiate meeting. That's this item.

Regards,

Frank E. Schooley

FES:nb

CC: Skornia

February 27, 1957

Dr. Burton Paulu
K U O M, One Eddy Hall
University of Minnesota
Minneapolis, Minnesota

Dear Burton:

Further on NBC VP Heffernan.

Yes, I did check with Lenny before I talked with Joe. He agreed on my position.

Also, followed up with note to Joe, and had pleasurable reply from him expressing appreciation for visit and viewpoint.

Sincerely,

Frank E. Schooley

FES:nb

March 1, 1957

Dr. Burton Paulu
Station KUOM
University of Minnesota
Minneapolis, Minnesota

Dear Burton:

One other thing while I have figures in mind. This is just informative, too.

We have just completed billing practically everybody and everything on the AERF list. Totals ran to $3,605.10. There'll be a lot of revisions when we get replies back. We've got lots back already, resulting in much note writing. But it's also brought in some monies, some of which I've already forwarded to Bob Coleman.

Things keep rolling, and even I at age 51 today, plan to leave Sunday for Bloomington where I'll visit Bremo's staff. Think he is in Florida. Talked to Bill Harley a few minutes ago, too. And, for those who haven't heard, visited with Dick and Dorothy Hull and talked to Keith Tyler via telephone when in Columbus on Monday.

Regards,

Frank E. Schooley

FES:fmh

cc: Dick Hull
Jack McBride
Bob Coleman

March 1, 1957

Dr. Burton Paulu
Station KUOM
University of Minnesota
Minneapolis, Minnesota

Dear Burton:

Lenny Marks now tells me that Senator Lister Hill probably will introduce the amendment to the education bill to provide up to one million each to each state and territory, on a matching basis, for construction of ETV stations. Bill getting some support out of the Jerry Stoddard TPAE booklet. As you may know, Hill has support of Senator Majority Leader Lyndon Johnson of Texas.

Thought you-all would like to know the latest on development, discussed at our Board meeting last fall.

Best regards to all.

Sincerely,

Frank E. Schooley

FES:fmh

cc: Dick Hull
Jack McBride
Bob Coleman

COPY

Sent for the information of

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
14 GREGORY HALL
URBANA, ILLINOIS

Station KUOM
University of Minnesota
Minneapolis 14, Minnesota

March 6, 1957

Mr. Edward Stasheff
Department of Television
University of Michigan
Ann Arbor, Michigan

Dear Ed:

When the Executive Committee met in Minneapolis in January to appoint committees, it sometimes had difficulty in deciding exactly what each committee was to do. Communications from committee members and chairmen have indicated doubts on their part too. Therefore, I think we should set up a little handbook in which the areas of responsibility for each committee are defined. If well done, this should facilitate the work of committees during my administration, at the same time that it provides guidance to subsequent officers and committee members.

I should prefer to do this through exchanges of correspondence with the committees rather than by a unilateral statement, however. Time makes it impossible for me to write letters to everybody immediately but I am trying to go through the committees one by one, and some correspondence with Frank about the Publications Committee, together with the preliminary study of NAEB periodicals turned out by Glenn Hansen and Theodore Peterson, provide me with a spring board to write about the Publications Committee.

It seems to me that the main function of the Publications Committee is setting the basic policy to be followed by the several NAEB publications, that is, the Newsletter, and the Journal. To this end, I think the Hansen-Peterson study provides a certain amount of guidance, though it doesn't answer what seems to me is the basic question: what is to be the relationship between the Newsletter and the Journal on the one hand, and all the other publications about the mass media on the other? The purpose of the Newsletter has always seemed rather clear to me. As its title indicates, it is a means of providing an exchange of news among members of the organization. It is a sort of house organ for an organization.

For the most part I go along with the recommendations of Hansen and Peterson on page 1 of their memorandum, though I don't agree entirely with their suggestion that reports of the travels of headquarters personnel should be "held to a bare minimum." I agree, though, that it should emphasize the services which the headquarters personnel perform, insofar as there is a distinction between this and the foregoing; perhaps the matter is one of emphasis.

With the various suggestions of the report on the Journal, I am in general agreement; at least I see nothing to take particular exception to. However, I am in great doubt as to what area the Journal should stake out for itself. I am rather familiar with the Quarterly of Film, Radio and Television, the Journalism Quarterly, the Public Opinion Quarterly, and some of the other learned journals which cover our field. Exactly where will we differ from them if we follow the line of development which Hansen and Peterson propose? Is it realistic to suppose that another learned journal could attract very much support, in the form of free articles, serious consideration from readers, or advertisers with the other long established journals in the field?

There are other problems too, of course, some of which are touched upon in a letter which Frank wrote me following his meeting with you in Ann Arbor recently. I am enclosing a copy. (I am sure he won't mind). Recommendations on the charges to be made for the Journal are certainly also within the competence of your committee, as is the matter of advertising rates. In another letter to me on the same date, Frank says that he discussed with you the possibility of a half day session of your committee at Columbus with each member to receive $25 from the Publications Study Fund as a contribution towards his expenses. This I approve, with the suggestion that this money be made available only if necessary; that is, those people who are able to come on other funds than NAEB should do so, since we always run short before the end of the year.

Sooner or later we shall have to definitely settle the question of what to make the Journal title, and when we change it. I should certainly go along with changing the title to NAEB Journal effective next fall with the beginning of a new volume number. This may or may not require board action, but I think a formal recommendation from the committee following your Columbus meeting would be a guide here.

It is good to have you as chairman of the publications committee. At this stage in our career we have quite a number of problems to face and decisions to make in this area, and I am very glad that you are available to help us do this.

Well, Ed, these are a few comments from me, with, you will note, carbons to Harry and Frank. From some further letter exchanges and the Columbus meeting of your committee, should easily grow a brief description of its functions.

With best personal regards,

Yours sincerely,

Burton

Burton Paulu
President

BP:kls
CC: Frank Schooley
CC: Harry Skornia

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

OFFICE OF THE PRESIDENT

Station KUOM
University of Minnesota
Minneapolis 14, Minnesota

RECEIVED RADIO STATION MAR 8 2 07 PM 1957 WILL-AM-FM UNIVERSITY OF ILLINOIS

March 6, 1957

Mr. Frank Schooley
Station WILL-AM-FM-TV
University of Illinois
Urbana, Illinois

Dear Frank:

When I returned to the office Monday I had a total of 12 letters from you, delivered by Harry Skornia at Ann Arbor or by the mailman here in Minneapolis. I certainly appreciate the time and attention you are continuing to give to NAEB affairs. My only concern is that, as past-president, you will set an example which will result in the next past-president (me, that is!) also having to work long hours for the Association at a time when he might feel that a rest was deserved!

Thank you for the information about the JCET meeting. I am sorry I couldn't attend, but a temperature of 102 for three days left me with little choice. I talked to Ralph in Boston though, and he told me that there would be a meeting of the Executive Committee on the evening of March 17 and of the full council on the 18th. I shall try to be present at these. I discussed some NAEB-JCET-ETRC problems with Harry Newburn in Ann Arbor, and further with Ralph and Dick Hull in Boston. I hope you and I can have a chat in Washington on this topic.

Another important subject is that of NAEB foundation relations. I think we should have a meeting of the Foundations Committee in order to firm up our policy and approaches both to Kellogg and Ford. How would a day or two in the last week of March in Urbana suit you? Dick would be free a couple of days during that week. (I shall get in touch with Jim Miles after I get your schedule.) Would this be soon enough to draw up policies in regard to both groups as well as to explore other foundation possibilities?

In this connection, I should like to have Marguerite Fleming meet with us to talk about the convention. She seems worried about this, and earnestly requests a meeting. By having her come to Urbana rather than having Harry and/or me go to St. Louis, we should be able to conduct other NAEB business in addition to that of the convention, and also can give Marguerite the advantage of

your experience in working on the convention the last two years. This, I feel she both needs and is very anxious to get.

I note your comments on the meeting with Heffernan relative to the exemption of all-channel receivers from excise taxes. Heffernan had written a short cryptic note to me a couple of weeks ago indicating merely that he would like to talk to me, although I had no idea at all of what he wanted to discuss until Harry Skornia gave me your letter in Ann Arbor. I suggested to Ralph in Boston that this might well be an item on the next meeting of the JCET. There are apparently divided councils here: you report that Lennie Marks opposes our testifying against the tax, but I find that both Ralph and Dick feel that we should. I should like to hear all points of view represented before I make up my own mind. In any event, representation of the Association at a congressional hearing should, if possible, take place only after the full board has had a chance to discuss the matter and determine the policy to be followed.

The Voice of America situation seems to bog down increasingly! In Washington I invited Rainey to send a man out to Urbana to monitor tapes, later repeating this invitation in a letter to George Halsey, former WOI man who is now with the Voice. I further repeated the invitation to a Voice of America luncheon companion at the Boston Conference, Richard Ernstein. Eventually they may get around to visiting us!

Incidentally, I am a little bit puzzled by a couple of sentences in your February 27 letter in which you are discussing your conversation with Maurice Sea: "I offered to go along as valet, and he wanted to know how much money I had. When I suggested Foundation pay, he said, 'you've just been turned down.' I told him I was used to that and he had a good laugh." I am afraid you are too subtle for me!

Finally - and most important - congratulations on your 51st birthday! We shall expect you to be just as active at 101 as at 51.

With best personal regards to you and the whole family,

Yours sincerely,

Burton

Burton Paulu
President

BP:kls

March 7, 1957

Dr. Burton Paulu
Station KUOM
University of Minnesota
Minneapolis, Minnesota

Dear Burt:

Invitation will be issued to Siegel for NBC-ETRC cocktail party kick-off. He has agreed to represent the NAEB.

While I had him on the phone I asked about Prix Italia. Sy says he asks for about $500.00 as NAEB dues, since, being payable in Swiss francs, the sum varies from year to year in dollars. He recalls it ranging from $390.00 to $400.00 or so.

Bob Coleman's last report doesn't list size of last check to them, but lists two items of income of $200.00 and $531.78. Bob says "I have applied the difference between the receipts and our expenditures, showing net income." Sy confirms that we get from $600.00 to $1900.00 in prize money (if a composer is involved he gets 2/3 of the prize money) if we win a "First", and so far are ahead.

I'm sending Bob Coleman and Sy copies of this. Bob can, when he gets back, give you exact figures on our payments to Prix Italia for the last 2 or 3 years. Sorry I don't have that here.

Sincerely,

Harry J. Skornia
Executive Director

HJS/dfc
CC: Sy Siegel
Bob Coleman
bc: Frank Schooley

March 7, 1957

TO: NAEB BOARD OF DIRECTORS

FROM: Burton Paulu

The NAEB Board of Directors will meet in the Deshler-Hilton Hotel in Columbus at 8:00 p.m. on the evening of Monday, May 6. There also will be morning, afternoon and evening sessions on May 7. I hope you can all be present at all sessions.

The Institute itself will begin on the morning of May 8. There will be an NAEB-sponsored utilization session on the afternoon of Wednesday the 8th, and an NAEB luncheon on the afternoon of Thursday the 9th. There will also be a meeting of the NAEB Organizational Committee at a time not yet determined on the 9th or 10th.

BP:lt

BP

March 7, 1957

TO: NAEB BOARD OF DIRECTORS

FROM: Burton Paulu

A seminar on "Radio in A Television Age" has been scheduled for Allerton House at the University of Illinois from April 22 to April 24.

This project, which will be supported by $3,000 of available Kellogg Funds, will be concerned with the over-all problem of educational radio station programming in a television age. It is hoped that the money available will make it possible to pay a good share of the expenses of some 30 participants. Problems of program resources, audience research, and related matters will be considered.

To discuss details of this seminar there will be a meeting in Chicago on March 14 of Richard Vogl, Chairman of the Program Acceptance Committee, Ned Rosenheim, Chairman of the Grants-in-Aid Committee, Lee Dreyfus, some headquarters personnel, and me.

We had originally expected to schedule this seminar sometime during the latter part of May or first part of June; in other words, after the Columbus Institute but before the end of the fiscal year. However, it happened that Harry Newburn asked a few of us (Vogl, Rosenheim, Skornia, Paulu) to come to Ann Arbor on February 25 and 26 to discuss a plan of the Center to allocate $100,000.00 a year for each of the next three years for the development of radio programs. (Grants-in-aid and special contract shows; it will be done!) We decided at that meeting, therefore, to move up the date of our seminar to a time previous to the submission of applications for the grants-in-aid so there might be some coordinated planning. We also decided, for the sake of coordination, to have it organized mainly by the same people who had previously met with the ETRC in Ann Arbor. I wish we had funds and time so that a larger group could attend the planning session, but being somewhat short of both, we have had to hold down the size of the group and have it meet at the most central point possible.

For this very reason, however, the comments and suggestions of all members of the association are especially welcome, and I particularly invite all of you on the Board of Directors who would like to contribute to the planning of this conference to write to me immediately so that I may report your suggestions to the planning group.

BP:lt

BP

March 7, 1957

TO: NAEB BOARD OF DIRECTORS

FROM: Burton Paulu

SUBJECT: Resignation of WQED, Pittsburgh, From NAEB

Like you I have read with great interest the exchange of communications between Jack White of WQED and Harry Skornia relative to WQED's withdrawal from NAEB. The last of these which I have seen is White's letter of February 20th in reply to Harry's communication of January 30.

Last week in Boston, at the Westinghouse Broadcasting Company's conference on Public Service Broadcasting, I had an opportunity for a short talk with Jack. I got the impression that WQED probably would have resigned from NAEB in any event, and that this business of the engineers' salaries was the occasion rather than the basic reason.

First off, let me say that I personally believe that Bidlack was proceeding in accordance with both precedence and good procedure in disseminating this information. Had this been an NAEB survey, based on confidential data from station managers, the results should have been distributed to station managers to be handled locally as they chose. In this case, however, we were merely quoting information from elsewhere, which engineers who read their own trade journals would already have acquired.

I should also take issue with Jack when he objects to Harry's statement that we have "to develop a generation of engineers who are also educators at heart." This may be a difficult objective to obtain, but after some 20 years of educational station management I sincerely feel that interesting engineers in the program objectives of the station is one of our important assignments. In some cases we at KUOM have succeeded in this and in some cases not; but it certainly is a worthy objective.

My own conclusions at this point -- and these are merely personal -- are as follows. In the first place, I don't think anything will be gained by further communications between NAEB and Jack White on the subject of his withdrawal. He, of course, is entitled to his opinions and to the expression of them, but I don't think that continued exchanges of this kind will contribute -- in the immediate future at any rate -- to the desired objective of bringing WQED back into NAEB. In fact, it could have the opposite results, and might even win for White a certain amount of support from other educational television stations which may not be sold on NAEB.

The big problem, of course, is not NAEB and WQED, but rather NAEB and all educational television stations. As I have talked to educational television staffers at NAEB meetings and elsewhere, I realize that the problem of getting new educational television stations to take an active role in our organization, and of holding those which are already involved, is a considerable one. Traditional NAEB members have been stations oriented around educational institutions; many of the new stations, however, are community stations, and they naturally take a somewhat different approach to things, and they do not feel impelled to join us just because many educational institutions are members. The managers of the stations too,

are in many cases men of different backgrounds and temperaments than those who manage the educational radio stations.

Furthermore, the tape network is a unifying factor for NAEB radio, but its equivalent in television is offered by the Educational Television and Radio Center. For these and other reasons, there is some tendency for the two groups to separate. Yet, they must not do so! A movement as small as ours cannot afford to be divided. The fact is that NAEB has done a great deal for educational television: it lead in the founding of the JECT and the ETRC; it gave leadership to the fight for reservations; it has offered extensive training programs since then. Incidentally, these services need to be better publicized.

The whole problem is important. I think we ought to talk about it at the board meeting in Columbus! Meanwhile, any comments?

BP:lt

BP

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NAEB

March 8, 1957

FOUNDATIONS COMMITTEE
Dr. Burton Paulu
Mr. James Miles
Mr. Richard Hull

Gentlemen:

I have just talked to Burton after receiving letter suggesting meeting of Foundations Committee in late March. Reason for call, and for this memo to committee members, is the time element which may be involved.

As I told Burton, late March meeting is fine, but no action or indication of feelings prior to that time may not be good. I'm not positive, but I feel rather sure that before March is over we'll have to know rather definitely what we might like to ask Ford for, if we are to have funds for use by July 1.

Therefore, I suggest you let me have in letter or memo (copy to Burton) your ideas on what NAEB should ask Ford for in coming fiscal year. Indicate preference of importance of various items, if you have preferences.

Burton and Hull have suggestions of Executive Committee and of Professional Advancement Committee. Skornia is mailing copies of these to Miles today -- if he doesn't have them. I'm checking after dashing this note. You might have other ideas. The important thing is that I not remain ignorant of other ideas, if they are in addition to Executive Committee and Professional Advancement committee suggestions.

No use to going into discussion of things we'll talk about at Committee meeting, but as you know sometimes you get and guess with the way things go in informal talks with Foundation people. It may be that I'll have to explore the "feel" before end of this month.

I may be wrong, since much of this is guess, touch and go, but thought we'd better get things into hopper sooner than later.

Sincerely,

Frank E. Schooley
Chairman, Foundations Committee

FES:nb
CC: Skornia

March 8, 1957

Dr. Burton Paulu
K U O M, One Eddy Hall
University of Minnesota
Minneapolis, Minnesota

Dear Burton:

Let's take the light things first. I hope to reach 101.

Comments regarding Seay conversations referred to his trip to South America--that's where he is now. I offered to go along if Kellogg paid my way. He said, "You've just been turned down." Turned down on suggestion Kellogg send me with Seay. All was in kidding, and related only to indicate good mood of Seay.

Like you, VOA may come along some day, but I'm not too hopeful about governmental agencies at times, including VOA.

We can discuss excise tax exemption on all-channel receivers. It's a matter of principle with me, on which I believe neither NAEB nor JCET should take a stand. And, Ralph has been instructed by JCET NOT to take a stand. He was instructed NOT to testify, no matter what his feelings are on the matter. And, most of all, it's a dead duck anyhow. Congress will make no exception for all-channel receivers. This, I believe. This, Hefferman concedes for all practical purposes in talk with me. This, Senators on the Foreign Commerce Committee believe, and have so expressed themselves publicly.

On the Foundations committee, I agree that meeting would be helpful, but I point out that anytime later than this week or next week may be too late. So, what do we do. I feel we should do this -- let Schooley go ahead and explore and move as fast as need be. And, I won't make definite moves without conferring and getting approval, i.e., won't make specific requests. Any request to Ford later than sometime within next two weeks may be too late for July 1 funds. I don't have details, I'm giving you my best guesses.

What does Paulu do? I suggest you get Foundations Committee via letter, let me have items for which funds should be requested, in order of preference if possible. Can send carbon to you. I may need this dope within week or ten days. Then, final form of request to Ford, just for example, might be decided upon at meeting you suggest for late March.

Burton, my life is such that I don't always know when and where I'm living. Right now I have committed myself to the following dates: March 17-18-19-21-22-23-25-26. Some might cancel out, others might change. (Telephone call right here).

I'll dash off the other note to Foundations committee, and that will be it for today.

Best regards.

Sincerely,

Frank E. Schooley

FES:nb

CC: Skornia

Schooley F YI

March 12, 1957

Dr. Leo Martin
Department of Radio and Television
Michigan State University
East Lansing, Michigan

Dear Leo:

I'm months behind in my reading; but one item I've just read, in my search for help in the sub-committee assignment (Professional Standards: code of ethics and practice) deserves mention to the rest of you.

It is "Professionalizing the Audio-Visual Field", by James D. Finn, pp. 6-17 in Audio-Visual Communication Review, vol. 1, no. 1, winter 1953. Finn is listed (as of 1953) as Associate Professor of Education, and chairman of Audio-Visual Education at USC. I think we're all familiar with bibliographies and other studies by him. He might be a good consultant or "pen-pal" to involve.

This is supposed to have been the first in a series of articles on this subject, I do not have access to other issues, so can't say. But, besides including much good sense, this article contains various other bibliographical leads and references which you might assign to members of the sub-committee to report on, as I'm doing briefly for this one. B. O. Smith's Readings in the Social Aspects of Education, Danville, Illinois, Interstate Printers and Publishers, 1951, is listed as the best sources on this. Part 4, he says, is on "The Nature and Status of the Teaching Profession", with articles by Abraham Flexner, Whitehead, Carr-Saunders, and William Stanley. Many of Flexner's other works are also on this subject.

Finn examines the Audio-Visual movement on the basis of criteria of a profession:

1) an intellectual technique
2) an application of that technique
3) a period of (long) training before entering the profession
4) an association of members of the profession into a closely-knit group with a high quality of communications between members
5) a series of standards and a statement of ethics which is enforced
6) an organized body of intellectual theory, constantly expanded by research

He feels that the audio-visual profession, at least, fails on most of these, and analyzes in what respects.

He discusses the kinds of associational structure needed, types of journals needed, and the need for both possible and vigorous enforcement of standards. He compares

standards for doctors, lawyers, and architects in this area.

It's a pretty good article and provides a good many leads. If you can't get a copy there, I'll be glad to send you mine. It does suggest articles, persons and steps which we might find useful.

If and as I find other items, Leo, I'll send them on. I believe you'll need all the help you can get from all of us if you coordinate this important project.

Sincerely,

Harry J. Skornia
Executive Director

HJS/hek

cc's: Carl Neuzar
Vernon Bronson
Earl Wynn

bl. cc's: Paulu
Schooley

RADIO STATION
APR 8 8 45 AM 1957
UNIVERSITY OF ILLINOIS

April 4, 1957

TO: ADVISORY COMMITTEE TO THE PRESIDENT OF THE ETRC:
✓Frank Schooley, Jim Robertson, Armand Hunter,
Richard Hull and Harry Skornia

FROM: Burton Paulu

For your information, here is a copy of a letter I have just sent to Dr. Harry Newburn. Your comments are invited.

BP:lt

BP

COPY

Sent for the information of

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
14 GREGORY HALL
URBANA, ILLINOIS

April 4, 1957

Dr. Harry Newburn
Educational Television and Radio Center
1610 Washtenaw Avenue
Ann Arbor, Michigan

Dear Harry:

Since becoming president of NAEB, I have been re-examining the functions of our various committees. Perhaps it would be a good idea, therefore, if you and I jointly tried to define the role of the Advisory Committee to President of the ETRC.

As you will recall, I was the chairman of the original committee appointed back in 1953. Then our problem was that of setting up the Center. Now, it seems to me, the committee's main role is to provide liaison between the Center and its members, and the Center and NAEB.

I can think of several specific contributions the Committee might make. In the first place, the criticisms we hear occasionally of the Center, from people both inside and outside the educational television movement, are certainly our concern. If they are justified, perhaps we can help you meet them. On the other hand, if the Center is doing all it can on a given matter, and still is receiving unmerited criticism, we should be prepared to speak in your defense.

We also should provide NAEB-ETRC liaison. If educational broadcasting is to be strong, it must remain unified: we should be one group of educational broadcasters, rather than competing groups of radio and television broadcasters. Perhaps this committee can sometimes help close the ranks.

When and how often we should meet? Between now and Columbus we shall be pretty much snowed under by the NAEB Radio Seminar, the Columbus meeting itself, and your Affiliates meeting. I assume that Schooley, Hunter, Hull -- and perhaps Robertson -- will attend the Affiliates meeting. Perhaps I should come along and listen in; what do you think? (not to the exclusion of Harry Skornia, or any other regular guests from NAEB, however.) Perhaps this committee could have lunch with you on Tuesday noon, May 14, could meet by ourselves that evening, and then you and I could have a final session on the morning of the 15th.

One of our several items for discussion in Ann Arbor would be the question of when future meetings should be scheduled. As I recall it, one of Scott Fletcher's original ideas was that this committee would meet, among other times, just prior to Center Board meetings, to make proposals to the President for consideration by the Board. This may or may not be feasible as things have developed in the Center, but this is at least one of the possibilities we might consider. In any event, when we do meet, I suggest the committee convene for a day or so by itself, and subsequently conferring with you and other members of the Center. In that way we could organize a presentation which would be more helpful to you, and also could better react to your questions and proposals to us.

May I hear from you at your convenience? I want to make the ETRC-NAEB relationships as close and mutually helpful as possible.

With best personal regards,

Yours sincerely,

Burton Paulu
President

BP:lt
CC: Members NAEB Advisory Committee
to the President of the ETRC

April 8, 1957

Dr. Burton Paulu
Station K U O M
University of Minnesota
Minneapolis 14, Minnesota

Dear Burton:

Haven't seen or heard of your Waterman pen. Sorry you lost it.

I see no reason why Ford would object to TV management seminar. Also, see no reason why you shouldn't appoint committee to get started on it. However, do believe we should not have any public notice at the moment, such as announcement.

I think the convention will work out all right. We'll just have to be a little definite at times. I tried my best and kindest to explain this to Marguerite the other day. Then comes a misunderstanding through the mails, and a number of pages which won't help to get off dead center, but we can follow up at appropriate time.

Incidentally, have written Dr. Faust both regarding the TV seminar and about consultation with him. No reply to either. He may have been out of town.

Sincerely,

Frank E. Schooley

FES:nb

CC: Skornia

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NAEB

OFFICE OF THE PRESIDENT

Station KUOM
University of Minnesota
Minneapolis 14, Minnesota

April 2, 1957

Mr. Frank E. Schooley
Station WILL-AM-FM-TV
University of Illinois
Urbana, Illinois

Dear Frank:

Again I am indebted to you for your help and hospitality. And again I was impressed with your lovely family--from Frank down to Jean Brown. Thank you (and Eleanor) for everything. Coming down now to more mundane matters:

(1) I appreciate immensely the trouble you, Harry and Harold took with Marguerite on Friday morning. The convention outline should facilitate working up the St. Louis meeting, although I guess that headquarters (with whatever help you can provide too) will have to do a good deal of the work. I stand ready to help if required, although too many cooks are apt to spoil the broth here as otherwise, so I'll not get into the act unless Harry -- (or Marguerite too, of course) -- or whoever else he wants to bear the major brunt of this, asks me.

(2) I'm not quite clear on the television management seminar. Should we go ahead without an okay from Ford to spend the funds that way, or wait for you to clear it with them?

(3) I misplaced a thin, black barrel, Waterman ball point pen somewhere in Champaign. If you find it lying around, would you mail it to me?

Good luck in your talks with the Ford folks. We all await the outcome.

Yours sincerely,

Burton

Burton Paulu,
President

BP:lt
CC: Harry J. Skornia

Frank Schooley

April 15, 1957

Dr. Burton Paulu
Station KUOM
University of Minnesota
Minneapolis 14, Minnesota

Dear Burt:

Wonder if you might not try to get, for NAEB Annual Convention, greeting from Eisenhower similar to that extended to NARTB Convention. Might be possible this year in view of his recent remarks favoring ETV and educational broadcasting.

Imagine Leonard Marks, Frank Schooley, etc. could suggest how to approach for this.

Sincerely,

Harry J. Skornia
Executive Director

HJS/hek

April 15, 1957

Mr. Joseph C. Wilson
Director of Public Relations
United Railroad Operating Crafts
Transportation Building
608 South Dearborn
Chicago 5, Illinois

Dear Mr. Wilson:

This is in reply to your letter of April 6, addressed to Mr. Leo Martin, former president of the Association for Education by Radio-Television.

AERT was merged with the National Association of Educational Broadcasters at our conventions held in Atlanta last October. Therefore, if you have not already done so, you may wish to invite similar participation by our NAEB president, Dr. Burton Paulu. You may address him at 1 Eddy Hall, University of Minnesota, Minneapolis 14, Minnesota.

Sincerely yours

Frank E. Schooley

FES:nb

CC: Burton Paulu

April 24, 1957

Dr. Burton Paulu
Station KUOM
University of Minnesota
Minneapolis, Minnesota

Dear Burt:

Here's a real problem. Yet I'd think it would be prohibitive to do what he proposes. The NAEB Convention and the IERT at least help bring people together. Maybe we should offer to pay additional expenses for all committees to meet a full day ahead of Annual Conventions and the IERT, at the same time Board meets. This, though, would not leave much for any "called" or special committee meetings during the year.

The Professional Advancement Committee, alone, each year has used a large share of available Committee funds, yet its planning is indispensable as the sort of "policy committee" on all this.

Rather than wrestle with this alone, and before replying to Ray, I thought I'd pass on to you in case the Board might like to kick this problem around, review or censure how we've handled in the past, or anything else. With a Seminar to plan, I'd guess we've got to find funds for the Research Committee to meet as soon as possible in the fall, for a fairly intensive session.—— This could be at Saint Louis, perhaps.

Sincerely,

Harry J. Skornia
Executive Director

HJS/dfc
CC: Raymond Cheydleur
Frank E. Schooley
Enclosure: Cheydleur letter of April 18

The Florida State University

Tallahassee

DEPT. OF
DIRECTOR OF RADIO AND TELEVISION

RECEIVED
NAEB HEADQUARTERS
APR 20 1957
A.M. 12 1 2 3 4 5 6 7 8 9 10 11 12 1 2 3 4 5 6 P.M.

April 18, 1957

Dr. Harry J. Skornia, Executive Director
National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Harry:

When you have some time to consider it, see what you think of this idea...

What are the chances of having a week---or a few days, set aside early each year in which NAEB Committees could meet. Even at the last minute now, I find that there are serious conflicts and it will be a messy job to get the members of the Research Committee together at Columbus.

If I have to sit by their beds, I'll get the job done, but that isn't the best way to get open discussion, a cross-play of ideas, etc.

Now I know that NAEB doesn't have money to sponsor this, and if budgets are as tight at other schools as they are here, there would be the problem of paying transportation costs.

However, it is the old story, Harry---NAEB is no better than what we try to make it, and if we have to scrape our own limited budgets to pay for some of these things, well, then, that has to be done.

Two advantages come to my mind: we could, as committee members, have a definite time to meet and would not have to work in and around those commitments some of us have given to the Institute; and second, there could develop some excellent interaction between NAEB committees during the time when they're all together.

We really need a better way to handle these things than that of trying to gather members of the clan at the Institute. --Perhaps I'm the only one who may be having a few problems; my hunch is, however, that others are having the same problem.

Cordially,

Ray

Raymond D. Cheydleur

April 29, 1957

Dr. Burton Paulu
Station KUOM
University of Minnesota
Minneapolis 14, Minnesota

Dear Burton:

I shall be present for the Board meetings. I shall probably arrive May 6 via train, at 7:08 p.m.

I suggest that no great purpose would be served by having a Foundations Committee report at the luncheon. I have no serious objections if you feel otherwise, but there is little that can be said, and all this takes time.

A brief report on the JOURNAL and on individual memberships might be appropriate for the Thursday luncheon. As you know Schooley and Skornia will not be there -- enroute to Battle Creek.

For the Board agenda, I suggest:

-- FCC call for written arguments on scraping of Sixth Report and Order as relates to allocations (exempting educational TV even so).

-- Report of Publications Committee, and JOURNAL (via Schooley and/or for Stasheff).

-- Report on Individual Membership drive.
b. Other memberships.

-- Foundation's Committee report, and consideration of some items.

Via return air mail.

Regards,

Frank E. Schooley

FES:nb

CC: Skornia

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NAEB

OFFICE OF THE PRESIDENT

Station KUOM
University of Minnesota
Minneapolis 14, Minnesota

April 26, 1957

Mr. Frank Schooley
Station WILL-AM-FM-TV
University of Illinois

Dear Frank:

Should we schedule you for a brief report on Foundation Committee activities at the NAEB Luncheon Thursday noon, May 9?

What about reports on membership drives, publications or any other activities over which you are currently riding herd?

Could you give me an answer by air mail with a carbon to Harry Skornia?

Yours sincerely,

Burton Paulu
President

BP:rlb

MEMORANDUM

April 26, 1957

TO: NAEB OFFICERS & DIRECTORS
CC: COMMITTEE CHAIRMEN, HARRY J. SKORNIA

FROM: Burton Paulu, President

(1) A reminder of the announcement I sent you on March 7: "The NAEB Board of Directors will meet in the Deshler-Hilton Hotel in Columbus at 8:00 p.m. on the evening of Monday, May 6. There also will be morning, afternoon and evening sessions on May 7. I hope you can all be present at all sessions."

If we can complete our business in time to have Tuesday evening free, we shall do so; but since we only have two meetings annually, all members should reserve Tuesday evening for the Board, if necessary.

(2) Board Members and Committee Chairmen should send me by return air mail their suggestions for the Board meeting agenda.

(3) If you have suggestions for the Thursday luncheon program (which will be in the nature of short progress reports of general interest), let me have those too.

(4) Vernon Bronson has invited officers, directors and headquarters staff to a Region II dinner on Tuesday evening, May 7. If our schedule permits, it would be nice to attend, although it is hard to foresee now what stage we shall reach in our deliberations at that time.

BP:lt

BP

MEMO

April 26, 1957

TO: Members of the NAEB Advisory Committee to President of the ETRC

FROM: Burton Paulu

You already have received copies of my letter of April 4 to Harry Newburn. A copy of his reply is attched.

I assume that you will all be present as affiliate representatives in Ann Arbor on May 13 and 14. I too shall attend, as NAEB observer. (This I have previously gone over with Harry Skornia.)

I hope all of you can be present at the May 14 luncheon, and that as many as possible can stay over that afternoon.

In order that I may make further plans, will each of you air mail a reply as to your availability on Tuesday noon, and afternoon.

BP:kls

BP

EDUCATIONAL TELEVISION AND RADIO CENTER
1610 Washtenaw Avenue
Ann Arbor, Michigan

April 16, 1957

Mr. Burton Paulu, President
National Association of Educational
Broadcasters
Station KUOM
University of Minnesota
Minneapolis 14, Minnesota

Dear Burton:

This is a follow-up on your letter of April 4 and our telephone call of this morning. As I understand it, you will get in touch with the other members of your Committee, suggesting that we meet for luncheon Tuesday noon, May 14, and as long as is necessary through the afternoon. This is in lieu of a possible meeting at the Ohio Conference, which you and I agreed probably would be better under the circumstances.

I'll not attempt to respond to the comments in your letter, since we'll have an opportunity to talk when you are here, except for two items: In the first place, I do not believe it is good for the Committee to meet apart from the President of the Center.

I agree with you in your general definition of the role of the Committee and it is an emerging one, to be sure. There is no occasion for the Committee to meet in advance of board meetings because the role of the Committee is sufficiently different from that which originally was envisioned as to make it unnecessary for such arrangements to take place. We have assumed that a couple of meetings a year, plus the opportunity to correspond with the Committee or talk with them by telephone in the interim, is sufficient. All this of course can be reviewed, if you like, when we meet.

I would suggest you indicate that the Committee plan to meet at the Center building, 2320 Washtenaw Avenue, at 12 o'clock noon on Tuesday, and we'll either have our lunch here or go to some nearby spot for these activities. It will be good to see you at that time.

Why don't you come to the Affiliates' Meeting as the representative of the NAEB at this time rather than have Harry Skornia come? We are getting a pretty good-sized group, and I think there might just be a possible misunderstanding if we added too many observers from any group. Don't misunderstand this, but it occurs to me that it might be possible for you to substitute for Harry at this session if you care to do so.

Let me know when you're coming in and your need for room reservations in connection with the meetings.

Sincerely yours,

/s/
H. K. Newburn
President

HKN:mjl

RADIO STATION
MAY 2 8 27 AM 1957

April 30, 1957

TO: Harry J. Skornia

FROM: Burton Paulu

I have your letter of April 24 commenting on Ray Cheydleur's letter of April 18, relative to setting aside time for NAEB committees to meet, if possible, at association expense. I think this is a good subject to put on the agenda for our board meeting and shall do so.

With a number of committees asking for travel and meeting funds (for example Engineering), we should review this matter a little bit, and firm up or else modify our policy as the case may be.

BP:lt

CC: Raymond Cheydleur
Frank E. Schooley

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

RADIO & TV
MAY 20 8 11 AM 1957
WILL & WIUC
UNIVERSITY OF ILLINOIS

OFFICE OF THE PRESIDENT

Station KUOM
University of Minnesota
Minneapolis 14, Minnesota

May 17, 1957

Mr. Frank Schooley
Station WILL-AM-FM-TV
University of Illinois
Urbana, Illinois

Dear Frank:

A note of thanks for your excellent contributions to the NAEB meetings held in connection with the Institute, and especially for your help at the Board meetings.

I hope, when I am past president, that my successor will be as indebted to me for my contributions as I am to you!

Yours sincerely,

Burton Paulu
President

BP:ks

telegram -prepaid

charge X671

Sent 5-29-57

to Burton Paulu
K U O M
1 Eddy Hall
University of Minnesota
Minneapolis, Minnesota

I concur in recommendations one and two your letter of May 28. Regards.

frank E. Schooley

TO: NAEB Officers and Directors
CC: Harry J. Skornia

May 16, 1957

FROM: Burton Paulu

Now that the first meeting of this Board as presently constituted is concluded, and with a Columbus Institute behind us, it is time that we take stock of what we did in Columbus, and make plans for the Board meetings and convention in St. Louis.

Would you please let me have your appraisals of all aspects of the NAEB-sponsored activities in Columbus? There were: the Board meetings on Monday and Tuesday; the luncheon and utilization program on Wednesday; the Organizational Liaison dinner Wednesday night; and the NAEB luncheon Thursday noon. In addition, of course, there were various other committee meetings held at odd moments.

How could these have been better done? Is there anything that we in the organization or at headquarters could reasonably do which would make our meetings in St. Louis, as well as the next Ohio Institute, more valuable?

MEMORANDUM

May 21, 1957

TO: Members of NAEB-ETRC Liaison Committee
CC: Harry J. Skornia

FROM: Burton Paulu

In the paragraphs below I have tried to set down what seem to me the things agreed upon in our meeting with Harry Newburn in Ann Arbor on May 14.

1. Though no formal action was taken, I believe there was a consensus of opinion that this committee might better be referred to as the NAEB-ETRC Liaison Committee than to continue under its present title of Advisory Committee to the President of the ETRC. Since Newburn clearly does not seek advice from us, it seems presumptuous that we should designate ourselves to provide him with some. Therefore, I suggest that in the future we refer to ourselves as the NAEB-ETRC Liaison Committee.

2. There seemed to be agreement among us of NAEB that the continuance of such a committee is necessary. There is not only the question of relationships between NAEB and the Center in the matter of television, but there also are the radio activities of the two groups, as well as the jurisdiction of the NAEB and the ETRC in such matters as funds for in-training which we discussed at our meeting on Tuesday.

3. There would also seem to be agreement on the need for some kind of committee to represent the affiliates in their relationships with the Center, particularly as a way to channel their ideas and complaints to the Center. Such a committee might be one set up by the Center itself; it might be a committee set up by the affiliates; or it might be an NAEB committee appointed by me, with the advice, consent and approval of the affiliates, to represent them in this liaison capacity. However, Newburn's statements at our meeting, taken together with the Sunday night and Monday noon sessions of the affiliates in the absence of any representatives of the Center, would seem to indicate the need for such a group.

4. The principal question in this would seem to be whether this new affiliates-ETRC Liaison Committee should be the present NAEB-ETRC Committee; a separate NAEB committee; a committee set up by the affiliates acting apart from NAEB; or one set up by Newburn. Involved here, of course, is the whole question of whether NAEB can easily and properly represent the affiliates in this matter.

It would seem to me that these and related matters should be explored at and in connection with the television management seminar which we will hold at Allerton House in August.

5. As to our discussion of the jurisdictional matter of funds for in-training purposes: The Center originally received these for use in matters which would seem to be rather obviously related to the production of programs. Then, finding that the money was not being used up, it obtained permission to use them for more general in-training purposes. It is my feeling that were they to continue to obtain funds for general in-training purposes, whether for the setting up of seminars and workshops or the assignment of individual experts to stations, they would be trespassing on our function as a professional organization. However, since it is not the intension of the Center--as I understand Newburn-- to ask for extensions of grants for this purpose, I think it entirely all right for them to use up this money for in-training activities, even though they are doing some things rather similar to some that we may be carrying out.

Have I sumarized our discussions adequately? Please let me have your reactions, so that when we next meet we shall be able to start where we left off this time, rather than covering the same ground again.

I think our session with Newburn was helpful and clarifying. Thank you all for taking the trouble and the time to attend.

As for expenses, incidentally, write to Harry Newburn, telling him what expenses you incurred in connection with this meeting alone, and he will reimburse you.

BP:kls

BP

MEMORANDUM

FILE Copy

May 28, 1957

TO: NAEB Officers and Directors
CC: Harry J. Skornia
Leonard Marks

FROM: Burton Paulu

SUBJECT: FCC and related legal problems requiring action by NAEB Board of Directors.

The most important unfinished business remaining after our Board of Directors meeting in Columbus concerns various FCC and legal problems. You will recall that we hoped to have Leonard Marks with us then, but unfortunately pressing business held him in Washington.

Accordingly, when I went to Washington last week for the meeting of the Joint Council on Educational Television, I reviewed these matters with him, and am reporting the results here for your information. I should appreciate your immediate reaction to those items on which we need to take action now, as well as your comments on all the other items listed below.

1. Television Allocations Table. On April 27, the Federal Communications Commission proposed the abandonment of the existing television allocations table (retaining, however, educational reservations), on the grounds that the reasons given in the Sixth Report and Order for its adoption were no longer valid. The original reasons were: the table would make for a more efficient use of the available channels; would better protect the interests of smaller communities and rural areas by preventing the preemption of available channels by the larger cities; would be an effective means of reserving channels for educational purposes; and would expedite the processing of applications.

But now, the majority of the Commission feel that there is no need to retain the table, except in the case of noncommercial educational stations, and with assignments within 250 miles of the Canadian or Mexican borders. Commissioners Hyde, Bartley and Lee, however, dissented from this finding, and Hyde issued a dissenting statement.

If adopted, the new proposal, which is a development of the so-called "Craven plan," would permit applications to construct new television stations on any channel anywhere (excepting educationally reserved channels, or those within 250 miles of Canada and Mexico), provided the proposed transmitter locations met the minimum separation rules, and some other technical requirements.

This proposal was the principal item on the agenda of the JCET meeting on May 22. I also reviewed it on the following day with Leonard Marks. We are all in agreement that, despite the continuance of the educational reservations, the deletion of the assignments table would be to our disadvantage, since it would tend to jeopardize the reservations. There would be less to "hack away at," than would be the case if the entire allocations table remained. Furthermore, station separation requirements would probably be lowered as more and more VHF drop-ins were arranged.

I agree entirely, therefore, with the unanimous opinion of the JCET and also with Lennie Mark's recommendation, that we oppose the proposal. Therefore, I suggest that we have Leonard file a statement, putting NAEB on record as opposed to the abandonment of the Allocations Table. I suggest that, in doing this, he confer with the JCET attorneys, so that the NAEB brief will be

consistent with the JCET brief. At the same time, however, I think we should file our own brief, rather than merely indicating support for theirs. Thus, we get ourselves into the record, and could participate in later hearings if we so desired.

Comments on this are due by June 3, so that your reactions should be sent to me by wire.

2. The Eberharter Bill. Congressman Eberharter introduced into the House of Representatives on May 13, a bill "To amend the Tariff Act of 1930 to provide for the free importation by colleges and universities of sound recordings and film to be used by them in certain non-profit radio and television broadcasts."

This would add the following section to the 1930 Act.

"(b) Any college, academy, school, or seminary of learning in the United States may import free of duty any sound recording or film for presentation in broadcasts over a radio or television station owned or operated by it."

This, of course, would accomplish something we have long sought for, and would eleminate the endless confusion we now encounter in importing records, transcriptions and films. But there is some vagueness in the language, for which reason Leonard and I suggest that NAEB urge the bill be amended as follows (changed portions are underlined):

"(b) Any college, university, academy, school, or seminary of learning in the United States, or association of such institutions, may import free of duty any sound recording or film for presentation in broadcasts over noncommercial educational radio or television stations."

This is another item which I strongly endorse, and I request your immediate response. (In your reply, of course, feel free to make any further suggestions as to word changes you consider desirable.)

3. The Magnuson Bill. On May 17 Senator Magnuson of Washington introduced S. 2119. A copy is attached to this memorandum.

This bill poses a major policy problem. All of us would like very much to have an extra million dollars to start or to improve television broadcasting. But this involves us in the complications of Federal-state relationships, and we need guidance from our respective administrative superiors before we can take positions.

When this bill was discussed at the JCET meeting of May 22, it was decided by the representatives of both the Association of State Universities and the Association of Chief State School Officers to refer this to their policy advisors. This is precisely what I am doing here at the University of Minnesota. If my president and vice-presidents have any comments of interest to the rest of you, I shall transmit them to you immediately. But I did not want to hold this memorandum until I heard from them, for which reason I am sending this along now for your reactions.

At this point, therefore, I make no recommendation as to the action we should take. I should point out, however, that in any case, given the present temper of both houses of Congress on appropriations, such a bill seems unlikely of passage. This, however, is no reason why we should not take a position on it, and I request your reactions.

4. Legislation to Provide Tax Relief for UHF. The proposal has been made that Congress eliminate the 10 per cent excise tax on all-channel television sets in order to help Ultra High Frequency broadcasting. It has been estimated that ordinary VHF sets could become all-channel receivers at a cost of from $10 to $20, which is approximately the amount of the present excise tax.

On November 30, 1956, the Detroit Educational Television Foundation filed a brief with the Commission urging the elimination of this tax. The JCET, filing some comments on the over-all VHF-UHF problem, told the Commission on October 1, 1956, that it favored the increased use of all-channel receivers, and stated that "it may be essential" for Congress "to examine the advisability of legislation to relieve the situation." In a letter of May 22 to Senator Magnuson, the JCET "pointed to the same possibilities while refraining from the endorsement of any specific form of legislation." The JCET, in other words, thinks that the Commission should work with Congressional Committees "in bringing the general proposition to practicable focus," but has refused to take any firm position on the matter.

At the moment there seems to be no reason why we should either, and Leonard does not suggest that we do so. However, in the event that a bill is introduced, and we should be invited to testify, we must take a position. It is not necessary that you decide at the moment just what that should be, but the matter should be under advisement, so that if we are pressed to take a position, we shall do so only after careful consideration of all the factors involved.

5. Insurance on NAEB Staff, Officers, Committee Members, and Seminar participants. You will recall that we had considerable discussion at our Monday evening meeting in Columbus as to whether or not we were under legal and/or moral obligation to take out insurance on the various categories of NAEB people listed above. Leonard Marks advises that we are under legal obligation to provide insurance for NAEB employees. Some of our employees are covered by the University of Illinois, but Bidlack and several others, who are paid from funds administered by Bob Coleman rather than by the Kellogg Grant through the University of Illinois, have no such coverage. This, you will recall, we voted at Columbus to do, so that no further action is required from the Board on this matter.

But, Leonard feels that we have no legal obligation at all in regard to accidents involving officers, seminar or workshop participants. He feels we may have a moral obligation here, but no legal obligation. This generalization includes, incidentally, the forthcoming Television Management Seminar.

Now, at Columbus, under the impression that we were legally liable, we voted to take out insurance on the Allerton Television Seminar participants. What then is your pleasure on the Allerton Seminar? Do you wish to retain the action, or to rescind it?

The minutes of the Columbus meeting also state, in regard to subsequent seminars and workshops:

"Hull moved that the Executive Director undertake to determine Association liability in each and every instance and to take out a blanket liability protection policy for all workshops and seminars. Schonkkan seconded and motion carried."

I'm not entirely clear from the wording of the minute whether Dick's motion would take effect only if we were liable, or might anyway. But in view of this ruling from counsel, I think we should review the matter again. Since we are not legally liable for seminar participants, do we want to take out insurance on them?

The minutes of the Ohio meeting also state:

"Hull moved that a $25,000-limit travel policy be obtained to cover the Executive Director, the Television Engineer, the Associate Director and the President, subject of legal counsel and the aquisition of adequate estimates. Paulu amended the motion to include NAEB officers and committee members while traveling on NAEB business and expense. Bronson seconded and approval granted."

Taking this up bit by bit; the Executive Director, in so far as we are legally liable for his accidents, is covered by the University of Illinois. So is the Associate Director. The Television Engineer will be covered under the action noted above. That leaves the questions: do we want additional coverage for these people; and do we want any coverage for officers and committee members?

6. Channels from 25 to 890 megacycles. The FCC is currently considering rule making with respect to the utilization of the channels between 25 and 890 megacycles. This includes both the FM and television bands.

The invitation for comments on this item provides a formidable list of subjects for discussion; in fact, adequate comments would require considerable engineering data which we cannot afford to purchase. However, Lennie has access to such data from other sources, which he is willing to put to our use. I recommend, therefore, that we support the continuance of the FM educational reservations, with reference to the desirability of continuing the television assignments as at present.

Would you please give me your reactions?

7. Translators. The matter of the operation of translators is also current. I believe that no action by us is required at this time. But, if any of our television licensees feel otherwise, they should so indicate, in order that we may take appropriate action.

SUMMARY

In order to facilitate your replies, I have listed below the seven items dealt with in the foregoing memorandum. Would you please offer comments on each of them?

1. Allocations Table. Since June 3 is the filing date, please wire your reply. The choices are (a) yes, we support the proposal to eliminate the assignment table (retaining, however, the educational reservations, and fixed assignments for all stations within 250 miles of the borders; (b) no, we oppose this; or, (c) we should take no action.

2. The Eberharter Bill. Please wire your reaction to this also. The choices are: (a) we should support the bill; (b) we should oppose the bill; (c) we should take no action.

In case you favor supporting the bill, you should indicate whether you favor the bill in its original form; in the version edited by Lenny and me; or in some other form

3. The Magnuson Bill. You may wish to consult with some of your administrative superiors before you take a position here. If you don't think that is necessary, I should appreciate your reactions immediately; if you do wish to consult, then I should like to hear from you as soon as you have determined your position.

4. Legislation to Provide Tax Relief for UHF. Should we (a) favor, (b) oppose or (c) stand apart relative to tax relief for UHF?

In the event that we should favor it, do you recommend a rather vague general statement such as that from the JCET, do you favor supporting some definite position. If the latter, then what should our proposal be?

5. Insurance on NAEB staff, officers, committee members, and Seminar participants. At the Columbus Board meeting a motion

was carried "that the Executive Director be authorized to take out a policy for the August Television Management Seminar at once."

In the light of the advice from Leonard Marks that we have no legal obligation here, do we wish this resolution to stand?

Going beyond the August Television Seminar, it was also resolved in Columbus that the Executive Director should determine Association liability in all such meetings, and should "take out a blanket liability protection policy for all workshops and seminars..." Since this motion was taken under the assumption that we were legally liable, we may wish to reconsider it in view of the advice of counsel to the contrary.

What then, is your pleasure here? Should we take out insurance on all workshops and seminars or not?

We also resolved at Columbus that we should have a $25,000.00 limit travel policy to cover the Executive Director, the Television Engineer, the Associate Director, the President and all other officers and committee members while traveling on NAEB business and expense. In the light of counsel's advice, do we wish to reconsider this action? What is your pleasure here?

6. Utilization of Channels between 25 and 890 megacycles. Should we file comments supporting the continuance of the FM educational reservations, and also of television assignments in the bands presently occupied? Do you (a) support this proposal, (b) oppose it, (c) suggest some other action, or (d) suggest no action?

7. What comments do you have about the NAEB position on the operation of translators?

June 12, 1957

Dr. Burton Paulu
Station KUOM
University of Minnesota
Minneapolis, Minnesota

Dear Burt:

I'm inclined to think that, however I might personally feel about this, doing a pro-toll-TV article as or while Executive Director of the NAEB would be poor policy. Do you agree?

Sincerely,

Harry J. Skornia
Executive Director

HJS/dfc
CC: Frank E. Schooley
Enclosure

Department of Audio-Visual Instruction

NATIONAL EDUCATION ASSOCIATION

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Audio Visual Communication Review

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Senior Development Officer
The RAND Corporation
1700 Main Street
Santa Monica, Calif.

June 6, 1957

Mr. Harry J. Skornia
Executive Director
National Association of Educational
Broadcasters
University of Illinois
14 Gregory Hall
Urbana, Illinois

Dear Mr. Skornia:

This fall the November issue of AUDIO-VISUAL INSTRUCTION will be devoted to educational television. Among several articles planned is a pro and con treatment of subscription television. The magazine's editorial committee has suggested that I contact you in regard to the pro argument. Would you be willing to contribute your time and effort to furnish us with this article?

We do not yet have a "con" author; we are soliciting suggestions from Mr. Steele of JCET, but if you have any suggestions we would like to have them also.

Our articles usually run around 1500 words, less if they are illustrated. Can you think of any way to illustrate an article on this subject—photos or otherwise? The deadline for November articles is September 1.

As it is now planned the November issue will contain articles on the following subjects: a round-up of ETV experiments in public schools throughout the country; a similar round-up on the college level; pros and cons of subscription television; unsolved problems in ETV (this will probably be a digest of the findings of DAVI's workshop and seminar to be held in August-September), TV equipment; building facilities that look to a future of ETV; and, legal aspects of ETV.

As you see we have made ambitious plans, and even if they materialize only in part, I think we will still have something very worthwhile and hope you will want to participate in the venture.

Will you let us hear from you on this at your earliest convenience. If you do not think the length indicated is sufficient for a treatment of your pro argument, please advise me; also please let me know if you think there are any possibilities for illustration.

Thank you very much for your consideration of this request.

Sincerely yours,

AUDIO-VISUAL INSTRUCTION

Alice Finstad
Editorial Assistant

June 20, 1957

Dr. Burton Paulu
Station K U O M
One Eddy Hall
University of Minnesota
Minneapolis, Minnesota

Dear Burton:

Thanks for sending along Schenkkan's letter regarding membership. It's worth thinking about, and doing about if I or someone can come up with good idea. For those who know I think the Newsletter and Journal in themselves are worth the price of admission. Where else can anyone find out about what's going on. More important, there should be an interest of the professional in the professional. But no matter what it ought to be, how can we improve the situation. Maybe we'll have bright idea someday.

Surprised Jerry Willsea didn't mention all this to me because he and I have corresponded on memberships, and I spent all of one late evening and early morning with him.

Regards,

Frank E. Schooley

FES:nb

CC: Schenkkan

June 18, 1957

TO: Frank Schooley

FROM: Burton Paulu

cc: Robert S. Schenkkan

I am enclosing for your information a copy of a letter from Bob Schenkkan of May 23 which deals in part with a membership drive. I realize that you were not at the Columbus luncheon to which this comment refers, so that you do not know exactly what Willsea was referring to; but I thought you would like to see Schenkkan's comment anyway.

RADIO/TELEVISION

AT THE UNIVERSITY OF TEXAS

ROBERT F. SCHENKKAN
Director

AUSTIN 12, TEXAS

May 21, 1957

Dr. Burton Paulu
President
National Association of Educational Broadcasters
Station KUOM
University of Minnesota
Minneapolis, Minnesota

Dear Burton:

Thank you for your kind letter and for the enclosures regarding your facilities and budget.

Let me take this opportunity to advise you regarding the meeting of the Associate Members Committee (in this case Gerald Willsea and myself), and the discussion we had regarding not associate but individual members. First of all, Willsea reacted very badly to the presentation of the individual membership solicitation plea at the luncheon. I had had this same reaction, but I am so acutely sensitive to these things that I had put it down simply to that. This was not the major problem, however. The major problem was how Willsea, or anyone else, could justify to his staff the notion that members should become individual NAEB members. He suggested that we prepare a carefully worked out pitch showing the advantages accruing to individual members; that we plan, in association with regional and perhaps even smaller meetings, ways in which individual members could get together with officers from President down to Chairman of the Individual Members Committee. We agreed that what the Professional Advancement Committee was currently working on would be of very great interest to the individual members, and thought that perhaps there might be some special mailings to individual members regarding professional advancement problems and opportunities.

We realized, of course, that this was none of our Committee's business, but we were perfectly happy with the state of the associate members and got on the state of individual members quite by accident. If any of the above seems useful to you, I'm sure you will know what to do with it; and if it doesn't, it can easily be dropped into the wastebasket.

I had another notion, myself, regarding the problems we had discussed earlier regarding the involvement of the various groups in NAEB activities. I wondered whether the Committee on Constitution and By-Laws might not examine the potential good and evil arising out of a system of directors and associate directors for each region now that we have grown so large. This would increase representation; and while if all were given a vote and a voice it might make Board meetings a little difficult, merely the presence of half dozen other people probably wouldn't hurt anything and would serve to break in a good bit of new blood on the Board. And with this, I let you up.

Best personal regards.

Sincerely yours,

R. F. Schenkkan
Director

RFS:ap

June 12, 1957

TO: N.A.E.B. Board of Directors

FROM: Burton Paulu

SUBJECT: Our comments on the abandonment of the allocations table,(Docket 12005).

I am enclosing a copy of the comments we filed in regard to Docket 12005.

The N.A.E.B. Board voted unanimously in favor of opposing the abandonment of this table, and also unanimously in favor of supporting the Eberharter Bill with the amendments suggested in my memorandum.

Lenny Marks checked carefully with JCET attorneys before filing the statement so that the two briefs would be supplementary, not contradictory.

BP

MEMORANDUM

June 13, 1957

TO: NAEB Board Officers, Directors

FROM: Burton Paulu, President

CC: Harry J. Skornia, Harold Hill, Leonard Marks

SUBJECT: Round up of reactions to my memorandum of May 28 on various FCC and legal problems.

In my memorandum of May 28, I outlined some FCC and legal problems facing NAEB, and requested your reactions. Herewith is a summary of your comments, together with a report of the action taken.

1. Television Allocations Table. All those members replying (Adams, Broderick, Coleman, Hiller, McBride, Paulu, Schenkkan, Schooley, Weld) voted to oppose the FCC's proposed abandonment of the table. (Due to absence from the city, Bronson's reply came after I had requested Marks to proceed; however, he too voted to oppose the deletion of the allocations table.)

ACTION: Accordingly, our legal counsel, Leonard Marks, has filed a brief in opposition. Copies have already been sent to all of you. (The JCET also filed in opposition; I should be glad to forward a copy of their brief to any of you requesting it.)

2. The Eberharter Bill. All those members replying (Adams, Broderick, Bronson, Coleman, Hiller, McBride, Paulu, Schenkkan, Schooley, Weld) favored our supporting the bill, with the amendments proposed in my May 28 memorandum.

ACTION: I have requested Leonard Marks for advice as to how best to bring our views to the attention of the Congressional Committee in charge of the bill. I also have exchanged letters with Ken Yourd of the ETRC, and have forwarded his suggestions on the phraseology of the bill to Marks for inclusion in our recommendations, if possible. (The ETRC's suggestions would broaden it to apply to community stations and the ETRC as well.)

3. The Magnuson Bill. Your comments are quoted below:

a) GERTRUDE BRODERICK "The Magnuson Bill, even though it involves the U. S. Commissioner of Education, landed in this office without previous notice or consultation, so we are still in the process of trying to determine just how we feel about it. We are, informally, inclined to approve the desirability of such legislation and to justify the need, if

and when we might be called upon to do so, but the tendency is to move cautiously until the entire matter can be analyzed in detail. I shan't be surprised if your president and vice presidents react in somewhat this same manner.

"Like yourself, I doubt that any legislation which is introduced as late in the session as this has been will get to first base. At the same time, I think it is incumbent upon NAEB to keep itself informed of what may be happening to the bill, and if it seems advisable, to have it scrutinized by such legal minds as Tel Taylor and/or Sy Krieger, in addition to our own attorney. This, of course, could be done through JCET as a natural procedure.

"There seems to be little doubt here that the opponents of Federal-aid-to-education have once more been able to defeat this year's bill, and it would be my guess that this same opposition would wield a big stick against any other bill which would presume to federalize education through television."

b) VERNON BRONSON: "Full support, Federal control only bugaboo."

c) R. J. COLEMAN: "I do not favor the Magnuson bill and feel that no recommendation should be made at this time. I do not favor for several reasons. I read in the bill that control of operation would be the responsibility of the 'State agency of office primarily responsible for the State supervision of public elementary and secondary schools'. This would not be good except for a state network sponsored by the state department of Public Instruction. I do not feel that television is such a vital educational force that it needs federal subsidation. I am certain that Federal money usually costs the state more than if it expended its own funds in the first place."

d) JACK MCBRIDE: "...my chancellor has been following the Magnuson bill as well. He indicates that since the bill has so little chance of success at this session, any action as to the University of Nebraska be postponed for the present. I would welcome any statements or comments your president or vice-presidents at the University of Minnesota might have in this regard, or if you should receive any important remarks from other university administrators, we would like to see those as well. In this regard and because the Magnuson bill carries such possible import, could not Headquarters collate any and all replies and make them available?"

e) R. F. SCHENKKAN: "I need to take this matter up with my administration, because it does raise the question you have suggested of Federal-state relationships. I may say that I am

personally very much in favor of this move and, while I regard its enactment possibilities as extremely dim, I plan personally to plug for it wherever possible. I do not think, however, that I can make a recommendation that NAEB do so until I have consulted the administration."

f) BURTON PAULU: "I have referred this to my administration for comment, and shall withhold my reaction until I hear from them."

G) ART WELD: "Cannot yet comment on Magnuson Bill."

ACTION: I have received seven comments on the Magnuson Bill, of which only two (Bronson and Schenkkan) strongly support. I shall delay action until more Board members have replied.

4. Legislation to Provide Tax Relief for UHF.

Your comments are below:

a) GERTRUDE BRODERICK: "Agree that this is not the time for action. The proposed legislation goes back to the Frieda Hennock crusade and never seems to have gotten very far. If and when something positive develops, I believe that NAEB should move aggressively to support the legislation if legal counsel so advises."

b) VERNON BRONSON: "Wait and see."

c) R. J. COLEMAN: "I agree that tax relief for UHF is desirable. I think the bill could well include FM reception on audio as well. (I mean the inclusion of the FM tuning for the FM radio band). As I understand this the manufacturers can include the FM radio tuning for a small amount. Such would help our many FM stations. I suggest that we do not make any proposal now but be ready to support vigorously if and when a bill is submitted."

d) JACK MCBRIDE: "As to point number four, I recommend that we follow Marks', of the JCET, suggestions of taking it easy until something develops to force us to report a more definite position."

e) R. F. SCHENKKAN: "I am of the opinion that this is an area in which we should express some more dynamic leadership than the JCET position allows. It seems to me that a sound case can be made for the tax relief proposal both from education and industry points of view, and I believe that it would be sound for NAEB to take the position that television may ultimately be expected to grow as radio recently has and that this tax relief step provides a concrete expression of faith in this future. Obviously this is a boiled down one reason argument, but I think that short of a full powdered discussion of pros and cons which would occupy pages, this is the best I can do in a letter which would get to you before August."

ACTION: There being no pending hearing in which to participate, no determination of our position need be made now. The reactions quoted above indicate general approval of UHF tax relief. But I would like to hear from more of you on this.

5. Insurance on NAEB staff, officers, committee members, and seminar participants.

a) GERTRUDE BRODERICK: "Since we are not legally liable for accidents or mishaps to workshop or seminar participants, I favor rescinding the action taken at Columbus. That action, as I recall, was prompted by advice from our Assistant Executive Director that we were legally liable. I am inclined to sustain the action taken with respect to a $25,000-limit travel policy on the NAEB Executive Director, Associate Director, Television Engineer, NAEB Officers and committee members while traveling on NAEB business and expense. The fact that the Executive Director and his Associate are covered by a University of Illinois policy does not relieve us of our obligation, in my opinion, unless we exclude all others who may have coverage of one kind or another."

b) VERNON BRONSON: "No insurance for seminars but the resolution to cover employees officers and directors. Covers a moral obligation. Insists this carried through."

c) R. J. COLEMAN: 1) I do not favor taking out insurance on workshops and seminars if we are not legally liable. I also suggest that we cancel the proposed insurance on the upcoming TV Management Seminar. Most of the participants will be covered by their institutions anyhow and NAEB does not have the money for this purpose if it is not a necessary expenditure. 2) I am in favor of taking out group insurance to cover those not covered by their own institutions (such as Bidlack). I find that, in my own case, if I get travel authorization from the University even though the trip is not at University Expense, this is considered as in line of duty and therefore comes under University coverage. I feel sure that this same pertains to most institutions from which our officers and Board members come. What I am saying is this: I favor a minimum expenditure unless or until NAEB has more money to spend that it now does."

d) JACK MCBRIDE: "If funds are made available to permit taking out an insurance policy for the August television management seminar, then I recommend this be so done. However, I would not want to see the seminar watered down greatly because of the financial burden imposed, especially since we have no legal obligation. In general, my feeling is that while there is no legal obligation but a moral obligation as pointed out by Leonard Marks, we should take out insurance on the August seminar. I recommend that this same question be included on the agenda at the St. Louis Board meeting for considerable discussion. I therefore recommend that the Executive Director investigate and determine costs for a blanket liability protection policy for all workshops and seminars but that a

policy be taken out only for the August management seminar with the remainder to wait Board discussion. Since I do not know the extent of the coverage offered by the University of Illinois for the Executive Director, and the Television Engineer, I recommend that this decision be tabled until the Board meeting. If the University of Illinois insurance is sufficient, then additional coverage would not be necessary."

e) BURTON PAULU: "In view of absence of legal liability, I oppose insurance on seminars and workshops."

f) R. F. SCHENKKAN: "It was clear to me that our sense at the meeting was that Dick's motion that we take out a blanket liability protection policy for our workshop and seminars would take effect only if we were liable. I would not have seconded it except under this impression. It is also clear to me, as I have written McBride, that Hull's motion was not that we obtain the $25,000 limited travel policy but that we investigate obtaining such a policy. In view of what we now know, I am opposed to taking out such a policy."

g) ART WELD: "Recommend retain insurance Allerton Seminar, but review insurance future seminars officers and others."

ACTION: Where do we stand?

1) On the August television seminar: in Columbus, we voted to insure participants. The reactions quoted above are: five, rescind this action (Broderick, Bronson, Coleman, Paulu, Shenkkan.); sustain it, two (McBride, Weld.)

Now, seven is a quorum; Article VI, Section IIII of our By-Laws states that a majority of our Board members must be present in order to constitute a quorum for a Board meeting, and I shall assume that that many (seven that is) may vote by mail to make action binding. Therefore, our Columbus action is reversed, unless I hear from more of you on this point and quick!

2) As to other insurance matters: Skornia is still authorized to insure Bidlack and the other non-University of Illinois employees. I suggest we hold over other insurance decisions until mail replies are more complete, and/or until we can discuss them at the St. Louis Board Meeting.

6. Utilization of Channels between 25 and 890 megacycles. Your comments are quoted below:

a) GERTRUDE BRODERICK: "I am in complete agreement. By all means let us file comments supporting continuance of the FM educational frequencies, as well as the television assignments in the bands presently occupied."

b) VERNON BRONSON: "Support continuance of present assignments."

c) R. J. COLEMAN: "We have supported the continuance of FM frequencies for many years. Just last year we recommended such a resolution. Perhaps it is not necessary to restate this to the Commission unless it seems necessary as repeat pressure. The matter of rulemaking on the reallocation of frequencies is not a new one. I recommend a vigilant attitude with our exact position to be determined if and when the Commission starts rulemaking action."

d) JACK MCBRIDE: "...I agree with your recommendation as ststed."

e) BURTON PAULU: "We should support the continuation of the FM educational reservation, with reference to the desirability of continuing television assignments as at present."

f) R. F. SCHENKKAN: "As you say, this provides a pretty formidable topic. I would like to see such data as Lennie can provide if it can be distributed. Meanwhile, I heartily approve your recommendation 'that we support the continuance of the FM educational reservations, with reference to the desirability of continuing the television assignments as at present'."

g) ART WELD: "Strongly approve support FM reservations."

ACTION: I am requesting Marks to file in support of continuance of the FM and TV bands as now assigned in the spectrum.

7. Translators. Your comments are quoted below:

a) GERTRUDE BRODERICK: "No action by us is necessary at this time ...."

b) VERNON BRONSON: "No action at present on translators."

c) R. J. COLEMAN: "...I have no reaction."

d) BURTON PAULU: "Wait and see."

e) R. F. SCHENKKAN: "I do not feel that I know enough about this problem to suggest any NAEB action."

ACTION: Any more reactions, please!

Conclusions.

1. It is hard to settle things by mail! I hope I've tabulated your replies correctly.
2. May I have further reactions, please!

ADDENDUM:

Since the foregoing was typed I received an answer from Ed Adams. Even though he differs from the majority opinion on one or two items, his vote alone does not change any of the final conclusions set forth. Therefore, I am not attempting to integrate his statements into the already-typed memorandum at this time. But when I hear from a few more Board members, I shall issue a final summary.

July 11, 1957

Mr. Burton Paulu
Station KUOM
University of Minnesota
Minneapolis 14, Minnesota

Dear Burton:

Yeah, yes, we have received grant of $97,000 from the Ford Foundation. This is the request, apparently, minus the $30,000 for Speaker-Consulting Bureau. Not bad anyhow.

Harry, Harold and I were going to drum up story, with Paulu announcing (since Ford has always asked us to clear in past), when lo and behold, a Ford Foundation release listed the grant and it was out. Our local papers had Ford release last Sunday, first news we'd had that they had released.

It's been plenty hot here, and I'm running out of steam. Need a vacation but can't get out from under many obligations.

Sincerely,

Frank E. Schooley

CC: Richard B. Hull
James S. Miles
Jack McBride
Robert J. Coleman

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

OFFICE OF THE PRESIDENT
Station KUOM
University of Minnesota
Minneapolis 14, Minnesota

July 9, 1957

Mr. Frank Schooley
Station WILL-AM-FM-TV
University of Illinois
Urbana, Illinois

Dear Frank:

Have we had a final reaction from the Ford people to our request for funds?

I don't recall having seen anything from you on this. This being the beginning of the new fiscal year, we're going to be in a bad way if we don't hear from Ford soon.

I hope the hot weather isn't getting you down too much. We had a rough time Sunday, but things are much cooler now.

Yours sincerely,

Burton Paulu
President.

BP:kls

July 31, 1957

Dr. Burton Paulu
K U O M, One Eddy Hall
University of Minnesota
Minneapolis, Minnesota

Dear Burton:

I'm writing lots of people so they'll have something to read on top of their desks when they get back from vacation. Also, serves added purposes of helping clear top of mine now.

I've been meaning to write this for a long time. I'm greatly concerned about decision to change name of the Advisory Committee to the President of the ETRC. I'm not even sure it's legal to do so. But more important to me is the backward step. The Committee was set up with a purpose, and to me that purpose still exists. In Ann Arbor you said we couldn't hope to advise the President of the Center. With this I also must disagree. We have done so, and we can continue to do so. And it was intended so by the people who gave the money.

I don't think liason and advisory have the same meanings.

While I feel strongly, this letter is not written with belligerence. It's written because of strong convention, however.

Trust you have a pleasant vacation.

Sincerely,

Frank E. Schooley

FES:nb

July 31, 1957

Dr. Burton Paulu
K U O M, One Eddy Hall
University of Minnesota
Minneapolis, Minnesota

Dear Burton:

It may not be early convenience, but it is convenient.

Yes, I think it is well to have a Constitution Committee. However, I point out that that is not unrelated to picture that Bronson always pushes. Professional Advancement Committee gave some consideration to this, but actual proposal was left to a Sub-Committee, and that Sub-Committee hasn't met, I believe, because of funds. Another thing, these changes can't be made in a hurry, even in the first draft, and the assembly is entitled to a 30-day notice before convention time. Maybe one approach would be to use the convention as a site for proposed needed changes, and leave actual changes to the following year.

Sincerely,

Frank E. Schooley

FES:nb

TO: NAEB Officers and Directors
CC: Harry J. Skornia
Harold Hill

FROM: Burton Paulu

SUBJECT: Exchange of Memoranda between Burton Paulu (March 22, 1957) and Harold Hill (May 2, 1957) relative to the NAEB Constitution and By Laws.

Our Columbus agenda was too crowded for us to go into the contents of either of these two memoranda. Now that I have had a chance to go over Harold's reply, I find that he and I are in general agreement on the nonsubstantive items I brought up. He picked up several mistakes I had made in reading the Constitution, and suggested several improvements in the changes I had outlined.

It seems that at our St. Louis meeting we ought to take some action on the Constitution, at least in the direction of ironing out these various discrepancies in phraseology. In addition to this, we may want to change certain features of it to expedite our procedures, and also to tighten them up.

I should appreciate the reactions of each of you to my memorandum and Harold's, and also to this question. Do you agree with me that we should have a Constitution Committee which will go over the matter of both substantive and word changes, reporting at one of our business meetings in St. Louis? If so, who would you recommend as members and particularly as chairman of such a committee?

This is a matter which will require a good deal of careful thought and hard work. The chairmen at least -- and as many other members as possible--should be fairly well acquainted with NAEB's internal operations, and should be quite skillful in writing the kind of language in which Constitutions are normally phrased. Harold Hill, of course, will be very helpful in putting this together, but I am sure that he wouldn't want to assume final responsibility for drafting the exact changes introduced at the Convention. In any event, we shall ask Lenny Marks for his assistance. But the main job is ours, neither his nor Harold's.

May I hear from you on these matters sometime at your early convenience?

BP

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NAEB

OFFICE OF THE PRESIDENT

Radio Station KUOM
University of Minnesota
Minneapolis 14, Minnesota

August 1, 1957

Mr. Frank E. Schooley
Station WILL
University of Illinois
Urbana, Illinois

Dear Frank:

Thank you for your letter of July 29 and its enclosures, relative to the assignment of John Weiss to ETV responsibility in the Ford Foundation.

I am dropping him a brief note in this mail, referring to his new assignment, and identifying you as chairman of the Foundation Committee through which our fund negotiations with the Foundation are carried out (which fact, of course, he already knows).

I shall keep confidential the information in your letter relative to the fact that we can probably keep and carry over unused balances, and that the outlook for long range help is good. This, of course, is excellent news.

I hope that Faust can speak at the NAEB banquet.

I hope you and your family have a good vacation. I expect to take mine at a ranch in Oregon, driving out by way of the Black Hills and Yellowstone Park, and returning via Glacier.

Yours sincerely,

Burton Paulu
President

BP:kls

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

OFFICE OF THE PRESIDENT
Station KUOM
University of Minnesota
Minneapolis 14, Minnesota

September 6, 1957

Mr. Frank E. Schooley
WILL
University of Illinois
Urbana, Illinois

Dear Frank:

I got back from my three weeks vacation with the inevitable mountain of mail to answer, and I'm just finishing it up now as I get ready to go to Washington for a week's television seminar arranged by DAVI of NEA.

I am sorry that you have had to spend some time in bed. I hope this letter finds you your usual lively self.

I note with interest and approval the hard work that you have put in on the St. Louis convention. I am taking with me a bit of NAEB correspondence and material which I shall read on route. I am planning to confer with Dick Hull in Columbus on my way to Washington, and in Washington with Gertrude Broderick, Lennie Marks, and any others who have things to do in connection with NAEB. This may lead to a few telephone calls to Harry.

I had a perfectly marvelous vacation with the family, driving to Oregon and back. We went out via the Badlands, Black Hills, Bighorns, Yellowstone Park and the Grand Tetons. We returned via Glacier, and spent six of the seven nights on the return trip tenting. This proved a somewhat strenuous but extremely enjoyable and relaxing vacation--the first real one I've had since 1952. I hope that you and your gang did somewhere as well.

With best personal regards,

Yours sincerely,

Burton

Burton Paulu
President

BP:ds

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

OFFICE OF THE PRESIDENT

Station KUOM
University of Minnesota
Minneapolis 14, Minnesota

September 25, 1957

Mr. Frank E. Schooley
Stations WILL-AM-FM-TV
University of Illinois
Urbana, Illinois

Dear Frank:

I notice in the postscript to your September 12 letter to Ray Hurlbert that you had a blood clot in your right leg and had to be in bed for eight days, and that you may be inconvenienced more by this in the future.

I am sorry that you have this trouble, Frank, and hope that it won't interfere with your continuing to help us at NAEB, particularly at the convention, towards which I know you've already contributed so many thoughtful hours.

With best personal regards, and best wishes for a speedy recovery,

Yours sincerely,

Burton Paulu
President

BP:ds

MEMORANDUM

TO: Members NAEB Board of Directors
cc: Harry J. Skornia, Leonard Marks

September 17, 1957

FROM: Burton Paulu

Like all vacations, mine had to end too. After three wonderful weeks of driving some 4200 miles from Minneapolis to Oregon and back (taking in the Badlands, Black Hills, Big Horns, Yellowstone, Grand Tetons, a ranch, and Glacier Park), I'm back at the office again.

Things are busy here, as they must be for you too. During the week of September 9 through 13 I attended an excellent seminar in Washington on Instructional Television under DAVI auspices (with Fund for the Advancement of Education funds). This week is the hectic--but good--first week of broadcasting over KTCA-TV. With the University of Minnesota contributing an hour a day from its own studios, we've been plenty busy (along with a lot of other NAEB members and non-members who also have been doing Channel 2 programs.)

As you know, the NAEB convention will meet in St. Louis on October 30 and 31, and November 1. Board meetings are scheduled for Monday, October 28, from 4:00 to 6:00 and 8:00 to exhaustion, as well as Tuesday, October 29, from 9:00 to 12:00 and 1:30 to 5:00. (The opening convention session will be held Tuesday night, October 29.)

I hope you all can be there for all Board meetings. If you can't make it, would you drop me a line to that effect right away?

Whether or not you can come, would you send in suggestions for the agenda? Harry and the headquarters staff are getting up an agenda book to facilitate our consideration of those matters requiring documentation, and in addition will send us advance copies of some material so that we may read it before the meeting convenes. There, of course, will be the usual reports, headquarters and otherwise; but I hope we can devote the major portion of our time to long range planning and policy problems.

On my temporary agenda list are the following: (1) legislative problems (such as Magnuson and Eberharter bills, tax relief for UHF) (Lennie Marks will be on hand to guide us here); (2) other legal problems (including insurance); (3) FCC problems (current developments on which we should be informed, and on which we may have to take positions); (4) ETRC and JCET relationships and policies; seminar plans; regional meetings; constitutional problems; permanent financing problems.

What else? May I hear from you?

BP:kls

MEMORANDUM

September 19, 1957

To: Members of the Nominating Committee
Richard B. Hull, Chairman
Martha Gable
Howard L. Johnson
Harry Lamb
H. B. McCarty
James S. Miles
James Robertson
Edward Wegener
cc: Board of Directors; Harry J. Skornia

From: Burton Paulu

First, let me thank you for your willingness to serve on this important committee. Since the officers of NAEB bear major responsibility for managing the affairs of the Association, and since the people nominated by this committee are usually those elected, you can see that your job is an important one.

I have tried to appoint to this committee people representing the major interests and points of view found in our Association. There are representatives of universities, public school systems and community television stations; people whose principal interest is in radio and some whose major work is in television; some from large stations and some from small; some who have been with us for a long time, and others who are relatively new to NAEB. Taken as a whole I think this committee represents an excellent cross section of our membership.

For your information, may I quote from the minutes of the Columbus meeting of the NAEB Board of Directors:

> "As to nominating officers for the Association, recommendations came forth that officers be nominated in advance of the convention and that several slates be presented to the membership. Paulu will appoint a nominating committee prior to the St. Louis convention and suggest that the nominations be made available sometime in advance. It was pointed out, however, that in previous years the nominating committee was announced early in the convention and the membership encouraged to talk with the committee throughout the convention."

It didn't seem practical to make nominations "in advance of the convention," since the committee has to meet in order to engage in the kind of frank discussion required, and it can't do that before its members arrive in St. Louis. But it is possible to announce nominations prior to voting (on the last day).

Since your names will be listed in the next Newsletter, you probably will receive a number of suggestions from members. May I too, therefore, make a few comments?

I hope you will give consideration when you meet in St. Louis (early in the convention, I hope!) to our basic procedures in nominating and electing officers. Many organizations almost automatically advance the vice president to the presidency. In fact, many of them call the "vice president" the "president elect." If done, this might suggest the need for more than one vice presidential nomination, so that the real contest would be there. This procedure has much to recommend it, it seems to me. If done, it should insure more continuity in policy. I hope you will consider this when you meet.

However this may be, I urge you to determine the availability of all nominees in advance (whether or not the nominees are at St. Louis). Otherwise, your plans may be upset by withdrawals.

Then there is the question of when you announce your nominations. The consensus at the Board meeting referred to above was that this be done prior to the session at which the voting is done. I personally like this, since it avoids the suggestion of "fixing" which may arise if members have too short a time to react. But here again, I leave procedures to you.

(You will be concerned only with nominations for the four national offices: president, vice president, secretary, and treasurer. Regional directors are now nominated and elected within their respective regions, details being arranged by headquarters. In 1957 we shall be electing the directors for Regions 1, 3 and 5. The term of director at large--Gertrude Broderick--does not expire until 1958.)

BP

BP:ds

Frank Schooley

Copy

September 6, 1957

Dr. Burton Paulu
Station KUOM
University of Minnesota
Minneapolis, Minnesota

Dear Burt:

As part of Convention session at 9 AM October 30 we have scheduled Committee Reports. Do you want to request from each Committee Chairman, by October 4, so we can stencil up for a packet, a succinct report for distribution? The oral report can then be brief and supplementary.

I'll send a copy of this letter to
McBride for Secretary's Report
Coleman for Treasurer's Report
Novik for Management Seminar Report
and Leonard Marks for Legal Counsel Report

I assume your address will include a progress report. I'm getting proper reports ready here for:

Radio Network (Underwood)
Placement Service (Massaquoi)
Engineering Service (Bidlack)
Headquarters General report (Skornia, with Hill)

I'd guess Schooley's Publications Committee Report will cover the Newsletter and Journal.

Will try to get a hard-back folder ready for each Board member, with agenda and items for each point, as you suggested.

Anything else you especially want? I think the Convention program is pretty well in order. A few gaps remain -- but they are being filled with no great difficulty.

How's everything going?

Sincerely,

Harry

Harry J. Skornia
Executive Director

HJS/dc
Ditto CC: Jack McBride, M. S. Novik, Harold Hill, Robert Coleman, Leonard Marks, Frank Schooley, Bob Underwood, Hans Massaquoi, Marguerite Fleming, Cecil Bidlack

KTCA - TV

TWIN CITY AREA EDUCATIONAL TELEVISION CORPORATION

CHANNEL 2

MINNEAPOLIS - ST. PAUL

MINNESOTA

RECEIVED
RADIO STATION
NOV 14 2 23 PM 1957
WILL & WIUC
UNIVERSITY OF ILLINOIS

Building TSA - Room 110
University of Minnesota
St. Paul 1, Minnesota

Telephone
[redacted]

November 6, 1957

Mr. Richard F. Vogl
Director, Region IV NAEB
WOI-AM
Iowa State College
Ames, Iowa

Dear Mr. Vogl:

Pursuant to our conversation of November 1st, may I officially inform you of my intention not to recommend to the Board of Trustees of the Twin City Area ETV Corporation (KTCA-TV) that the corporation should renew its membership in NAEB. My reasons for this decision are as follows:

1. The NAEB tabled a recommendation presented by its appropriate committee to aid in the establishment of new ETV stations. This resolution was endorsed by a tremendous majority of the station managers assembled at Allerton House in August and by the committee itself. Yet, with exceedingly brief consideration, it was denied. No substitute to help ETV was even proposed. This was done in the face of a clear warning by Commissioner Mack that reserved channels would not be held for ETV stations if action was not forthcoming to activate such channels.

2. Another recommendation to provide help for ETV stations desiring to raise money nationally was likewise summarily declined. This was desired also by the majority of the ETV station managers and was approved by the committee with but one dissenting vote. Again, no substitute to help the ETV stations was proposed.

3. Since NAEB is dominated by a group of Midwestern Radio Stations having little interest in ETV and apparently no interest in the Community ETV stations, I cannot conceive it to be in the interest of such stations to continue to support NAEB. As you know, KTCA-TV is not the first community station to leave NAEB. In my opinion, it will not be the last.

4. I can never again recommend to my Board that they pay travel expenses for me to a convention like that held at St. Louis where the major effort of the convention was devoted to the production of an amateur theatrical, and where the lack of constructive action detailed in 1 and 2 above apparently caused no misgivings whatever on the part of the Officers and Board of Directors.

I have noted during the past six years an increasing tendency for the NAEB to become more and more a Midwestern social club for radio operators. I had hoped (and worked) for the organization to become a national center for leadership in education by broadcasting. It has not, in my opinion, progressed. It has, in fact, retrogressed. Its present status is much worse than it was when Sy Siegel left its presidency.

Unless I can be convinced that the present reactionary tendencies in NAEB leadership can be reversed promptly, I shall have to do without NAEB. At present I will not regard this as a serious loss to me or to KTCA-TV.

Very truly yours,

John C. Schwarzwalder
General Manager

November 12, 1957

Mr. John C. Schwarzwalder
General Manager
KTCA - TV
Building TSA, Room 110
University of Minnesota
St. Paul 1, Minnesota

Dear John:

I asked for a straight-from-the-shoulder statement from you, and got it, and I appreciate it. Many thanks. You see, with KTCA-TV the only community ETV station in Region IV, I consider it a singularly valuable member of "my flock" and am determined that it not merely remain in the NAEB ranks, but also become an active spokesman for the type of operation it represents.

While I can't buy your statement that NAEB is "...a Midwestern social club for radio operators", let's face it: we have some mighty strong members, both radio and TV, here in the Midwest and thereby have a responsibility to contribute proportionately. I think there's a legitimate distinction between the strong influence our Midwestern membership represents by virtue of numbers and what you seem to infer is a collusive domination. It simply ain't so! As for radio vs. TV goals, I don't think you can separate the two, and NAEB is becoming more and more unique in its realistic, bilateral stand. I am sure I needn't remind you that your proposals to help put the potential community ETV stations in motion were first presented at an NAEB sponsored seminar for ETV managers.

As for your proposals, it is true they were tabled at the convention, but not indefinitely nor capriciously. They were tabled only because they fit right into a larger discussion which had already been set for a special post-convention meeting. It became obvious early in the Board Meeting that there wouldn't be sufficient time during the convention to resolve all the matters on the agenda. Several of the weightier ones, including a serious appraisal of our record with the community ETV members, were deliberately deferred to this later meeting where they could be hashed out at length, without interruption.

The date for this meeting is still pending. I look for it to occur late in November or early in December and I can assure you that both your proposals and your objections will get a fair and comprehensive hearing. In the meantime, I will welcome any further reactions you may have after reading this letter.

Best personal regards,

Richard F. Vogl
Director, Region IV

RFV/cl

RECEIVED
RADIO STATION
SEP 26 2 PM 1957

MEMORANDUM

September 24, 1957

To: All NAEB Committee Chairmen

cc: Harry J. Skornia

From: Burton Paulu

Subject: Report to Annual Convention.

As you know, it is customary for NAEB committee chairmen to report to the membership at the annual convention of the Association. In arranging these reports, we have found that it expedites the presentations if each committee chairman supplies our headquarters with a written report which can be dittoed and distributed at the convention. The chairman then need give only a brief oral report, and be available for questions from the floor.

Would each of you who has not already done so, therefore, please prepare a report of the activities of your committee during the past year? The exact length, of course, depends upon how much you have to say. I would suggest not more than three or four pages at the most, although a few paragraphs will be enough if you think that will suffice. These reports should be sent to headquarters by October 4 (14 Gregory Hall, University of Illinois, Urbana, Illinois) for dittoing and distribution at the annual meeting.

BP:ds

B. P.

October 4, 1957

Dr. Burton Paulu
K U O M
1 Eddy Hall
University of Minnesota
Minneapolis 14, Minnesota

Dear Burton:

If an Institute is held, then I think NAEB should have at least an NAEB luncheon, and at least a half day for radio/television utilization project. Personally, I still doubt the value of the Institute. I feel it now, and I've felt that way for many years.

Sincerely,

Frank E. Schooley

FES:aw

September 30, 1957

To: NAEB Board of Directors
Gale Adkins
Harry Skornia

From: Burton Paulu

I shall attend a meeting of the Institute Advisory Committee in Columbus, Ohio, on October 10, which Keith Tyler has called to appraise the 1957 Institute for Education by Radio-Television, and to lay plans for the 1958 Institute.

I assume that NAEB will want to have at least half a day's program at the Institute, and shall so specify. Since this planning session will take place prior to our Board meeting in Columbus, however, I shall not have the benefit of your advice unless you send me letters now. I do hope I hear from all of you.

BP:ds

RECEIVED
RADIO STATION
NOV 15 8 42 AM 1957
WILL & WIUC
UNIVERSITY OF ILLINOIS

November 12, 1957

To: NAEB Board of Directors

cc: Harry J. Skornia
Harold Hill

From: Burton Paulu

Subject: Schwarzwalder letter

The following are attached for your information and reactions:

1. Excerpts from a letter of November 5 to me from Dick Vogl.

2. Letter of November 6 from Schwarzwalder to Vogl. (My carbon bore the penned sentence: "Dear Burton You will recognize the enclosed as written not in bitterness but in sorrow. JCS.")

3. My reply to Schwarzwalder.

You will note that my reply disassociates you from responsibility. So, you can disown it if you wish!

BP

BP:ds

P. S. Dick Vogl also has written to Schwarzwalder, and is sending each of you a copy of his letter.

P. P. S. I have just learned (3:30 p.m., November 13) that Schwarzwalder has apparently sent copies of his letter to Vogl to all of the educational television stations (although the carbon of his letter to Vogl mentions only distribution to me.) Should I send my reply to all these stations too? If so, should I edit it "down," or leave it stand?

C O P Y

Iowa State College of Agriculture
and Mechanic Arts
Ames, Iowa

November 5, 1957

Dr. Burton Paulu, President
NAEB
Eddy Hall
University of Minnesota
Minneapolis, Minnesota

Dear Burton:

***I returned to Des Moines on the same plane with John Schwarzwalder. He is less than happy with NAEB and seems inclined not to renew KTCA membership when it falls due. As near as I could gather, his objections are the same as those of other community ETV members, namely that NAEB is primarily a radio station organization and has little to offer TV-only members. I assured him his objection was not falling on deaf ears and that we were in fact working toward a solution to that feeling. I asked him to put his beefs in writing and assured him I would carry them to the next meeting. This he agreed to do immediately upon his return from Duluth. I should be hearing from him before the week is out, and will provide you with a copy of his protests if you wish.

At the moment it looks like we might have another Pittsburgh situation on our hands. I think we should do everything within our power to avoid it. Since this one is in your backyard, you probably have a good deal more information on it than I do. I would appreciate any filling-in you can give me. I'll be happy to carry the ball on it, especially if it will relieve you of possible local embarrassment.***

Best regards,

s/ Dick

Richard F. Vogl
Director, Region IV

RFV:et

cc: Dr. Harry J. Skornia

November 6, 1957

Mr. Richard F. Vogl
Director, Region IV NAEB
WOI-AM
Iowa State College
Ames, Iowa

Dear Mr. Vogl:

Pursuant to our conversation of November 1st, may I officially inform you of my intention not to recommend to the Board of Trustees of the Twin City Area ETV Corporation (KTCA-TV) that the Corporation should renew its membership in NAEB. My reasons for this decision are as follows:

1. The NAEB tabled a recommendation presented by its appropriate committee to aid in the establishment of new ETV stations. This resolution was endorsed by a tremendous majority of the station managers assembled at Allerton House in August and by the committee itself. Yet, with exceedingly brief consideration, it was denied. No substitute to help ETV was even proposed. This was done in the face of a clear warning by Commissioner Mack that reserved channels would not be held for ETV stations if action was not forthcoming to activate such channels.

2. Another recommendation to provide help for ETV stations desiring to raise money nationally was likewise summarily declined. This was desired also by the majority of the ETV station managers and was approved by the committee with but one dissenting vote. Again, no substitute to help the ETV stations was proposed.

3. Since NAEB is dominated by a group of Midwestern Radio Stations having little interest in ETV and apparently no interest in the Community ETV stations, I cannot conceive it to be in the interest of such stations to continue to support NAEB. As you know, KTCA-TV is not the first community station to leave NAEB. In my opinion, it will not be the last.

4. I can never again recommend to my Board that they pay travel expenses for me to a convention like that held at St. Louis where the major effort of the convention was devoted to the production of an amateur theatrical, and where the lack of constructive action detailed in 1 and 2 above apparently caused no misgivings whatever on the part of the Officers and Board of Directors.

I have noted during the past six years an increasing tendency for the NAEB to become more and more a Midwestern social club for radio operators. I had hoped (and worked) for the organization to become a national center for leadership in education by broadcasting. It has not, in my opinion, progressed. It has, in fact, retrogressed. Its present status is much worse than it was when Sy Siegel left its presidency.

Unless I can be convinced that the present reactionary tendencies in NAEB leadership can be reversed promptly, I shall have to do without NAEB. At present I will not regard this as a serious loss to me or to KTCA-TV.

Very truly yours,

John C. Schwarzwalder
General Manager

cc: Dr. Burton Paulu

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

Office of the President

Station KUOM
University of Minnesota
Minneapolis 14, Minnesota

November 13, 1957

Dr. John C. Schwarzwalder
General Manager
KTCA-TV
Building TSA - Room 110
University of Minnesota
St. Paul 1, Minnesota

Dear Dr. Schwarzwalder:

I have received my carbon copy of your letter of November 6th to Dick Vogl, director of NAEB's Region 4, in which you state that, unless "the present reactionary tendencies in NAEB leadership can be reversed promptly," KTCA will not renew its membership. Since the issues you raise are important to the whole educational broadcasting movement, as well as NAEB as such, I shall send your letter to our Board of Directors. What follows is my own reaction, however, since the Board has not yet seen your letter.

I appreciate your acceptance of Dick Vogl's invitation to write out your reactions to certain actions taken by the NAEB Board of Directors at the St. Louis convention, but nevertheless I do not think your main points are well taken. In fact, this letter is like some other communications of yours which recently have come to my attention. It reveals your sense for the dramatic and your skill in writing; it is more emotional than logical; and it is the sort of letter which, after second thought, I should think you would, in part at least, want to withdraw. Most important of all, however, it shows an incorrect perception and interpretation of the facts.

Your major point (items 1 and 2) is an expression of dissatisfaction with the Board of Directors for not immediately accepting the recommendations of the Television Operations and Development Committee in regard to activating new television stations, and in connection with educational television stations raising money nationally.

The official action taken by the Board of Directors appears in the preliminary Minutes as follows: "Both Schwarzwalder proposals as reported in detail to the Board by the Television Operations and Development Committee were discussed at length. Because of the importance of each and the many implications concerned therein, consensus was that no action should be taken

by the Board at this time but that both Schwarzwalder proposals should be tabled until the special meeting in early December." (However, the Board did decide on a restructuring of some NAEB committees in accordance with another suggestion from the same committee.)

Please notice that, rather than being "summarily declined" (as you state), these recommendations are being held over so they may be discussed more fully at the special meeting of the Board which will be held within the next few weeks for the express purpose of examining the basic philosophy and organization of NAEB with regard to its services to television members, its liaison with education generally, its status with the FCC, and its working relationships with other groups active in educational broadcasting. This meeting will be attended by members familiar with the problems of both institutional and community stations, as well as by advisers from other fields with which we work. Since this meeting had been agreed upon previous to the discussion of your proposals, it was only natural that they should be considered in broad context rather than piecemeal. If you had been fully aware of our plans, I do not see how you could have reacted in this way to the Board's treatment of your proposals.

Your point 3 states that "NAEB is dominated by a group of Midwestern Radio Stations with little interest in ETV and apparently no interest in the community television stations." This you reinforce later by saying that there has been "during the past six years an increasing tendency for the NAEB to become more and more a Midwestern social club for radio operators."

These statements are obviously incorrect. More and more NAEB workshops and seminars are being devoted to television. In fact, the Allerton Seminar, where the proposals referred to in your letter were developed, was such a meeting: we secured the funds for it, planned it with the assistance of men from both institutional and community stations, and invited participation from all the educational television stations (including community stations) then on the air. What is more, recent changes on our Board of Directors (an increasing number of NAEB officers and directors are responsible at home for television broadcasting), the greater involvement of television members (both community and otherwise) on committee assignments, the nature of the workshops and seminars we support, and our recent convention programs all provide further evidence of NAEB's consistent interest in educational television.

Surely you cannot be serious in saying that "the major effort of the convention was devoted to the production of an amateur theatrical." The talks by Raymond Wittcoff and Harold Hand, among others, contained significant analyses of educational broadcasting. Though other duties interfered with my attending

the study groups, I have been told that they were very well run. The "Conversation: From Where We Sit," by Messrs. Hickey, Reinert, Johnson and Gilchrist, brought forth some excellent ideas, as did the talk by Tor Gjesdal. As a quickly tossed-off hyperbole, your reference to the Follies as "the major effort of the convention" reads well; but as a statement of fact, it falls to the ground! (Incidentally, I thought your own contribution to the Follies very good; next time, perhaps you and I should do a bass horn-bass voice duet!)

It is good, of course, to bring these matters into the open. It was to consider just such basic problems that the Board of Directors had scheduled its forthcoming meeting. I hope you will withhold judgment of the Board's treatment of your two proposals until it can meet to consider them. In the meanwhile, I should be glad to receive further suggestions as to just what changes you think are in order. NAEB wants to serve all educational broadcasters--radio and television, open and closed circuit, in-school and out-of-school, Schwarzwalder and non-Schwarzwalder! With constructive suggestions from you, we can do our job that much better!

Yours sincerely,

Burton Paulu

Burton Paulu
President

BP:ds

cc: NAEB Board of Directors
Headquarters staff

November 15, 1957

Mr. Burton Paulu
KVOM
1 Eddy Hall
Minneapolis 14, Minnesota

Dear Burton:

In haste, and in brief, because I leave for Madison within the hour.

I had read the Schwarzwalder and Vogl letters.

I think you wrote a good reply, too.

Regarding circularizing all ETV stations, I think I would play this by ear. If you are sure that some station got such a letter, then fill in that particular station. For example, Schwarzwalder did not send me copy. Maybe he sent Rider a copy, but it has not been mentioned to me by Rider.

I do think it important to follow up in places where you are sure John fired the ammunition.

I'll take dope with me and talk with McCarty and Harley in Madison this afternoon.

Regards,

Frank E. Schooley

FESfb

cc Skornia

MEMORANDUM

November 14, 1957

To: Members of the NAEB Board of Directors
Richard Hull
Jack McBride
Robert Coleman
Arthur Weld
Vernon Bronson
Ola Hiller
Richard A. Vogl
Robert Schenkkan
Edwin Adams
Frank E. Schooley ✓
Gertrude Broderick

29-30-1
6-7-8
13-14-15

Secretary-Elect
Haskell Boyter

Permanent Financing Committee
James Miles
William Harley
Edward Rosenheim
Richard Hull (also on Board)

Foundations Committee (Schooley, Hull, Paulu, Miles--all are either on Board or Permanent Finance Committee)

Major Committee Chairmen (other than those already on the above list)
Professional Advancement Committee Chairman
Earl Wynn

Executive Director
Harry Skornia

Community Station Representative (chosen by Chairman Harley of the ETRC Affiliates Committee)
James Robertson

From: Burton Paulu

The preliminary minutes of the St. Louis Board meeting arrived yesterday. Here are the portions which pertain to our special Board of Directors meeting:

"32. Executive Director's Report. Executive Director Skornia was invited to present a detailed report on the present status of Headquarters, its problems and development, plans for the future. Included were such items as Headquarters space, personnel, inadequate finances, support, authority, responsibility, and long range plans. This report served as a spring board to a lengthy discussion by the Board of the main problems facing NAEB and a

self-appraisal of the organization as it exists today. After taking into account earlier discussions, the Allerton Station Managers Seminar, and the Television Operations and Development Committee report, consensus was that NAEB is wanting in at least six major areas:

"(1) relations and responsibilities, etc., to television members;

"(2) relations, responsibilities, etc., to educators;

"(3) FCC representation;

"(4) Headquarters' problems;

"(5) status and roll -- professional membership/ trade organization;

"(6) general public relations.

"Consensus was that a critical self-appraisal is urgently needed, that we must take a detailed look at the entire operation, that we must establish our purposes, define our objectives and our directions.

"Bronson moved that recognizing the above problems facing NAEB, the Board empower its officers to set up, as soon as feasible, a meeting of the entire Board of Directors and major committee chairmen for a detailed work session in which systematic study be given to the restructure of the Association in order to try to arrive at possible solutions. Vogl seconded and unanimous approval given. It was the consensus of the Board that a long weekend in early December should be considered. Consensus further that such a meeting can be of tremendous benefit to NAEB, its future and the future of educational broadcasting. The Board pointed out, however, that such a meeting can only be a success if all necessary participants devote their total energies and be in complete attendance."

* * * * *

"The forthcoming December meeting of the Board of Directors and selected committee chairmen was again discussed at length. Schooley moved in lieu of the previously authorized joint meeting of the Permanent Financing Committee and the Foundations Committee that these two committees be invited to this special meeting. Schooley further moved that the new Association secretary be invited to attend.

Coleman seconded and unanimous approval was given. Schooley moved that the president of the NAEB in consultation with the Chairman of the ETRC Affiliates Committee appoint one NAEB community station member. Bronson seconded and approval was unanimous." (Although the Minutes do not so state, it was understood that travel and living costs incurred in connection with this meeting would be borne by NAEB.)

In view of these Board actions, I now am sending out this notice to set the time of the meeting, and to start getting an agenda together.

1. Personnel. Have I left out anybody from NAEB who was intended to be covered by our action in St. Louis? Unless there is a reply to that effect, I shall assume not.

2. Date. (We have assumed that the place would be Chicago.) Attached is a calendar. Please mark it up as indicated, and I'll set the time as soon as I have all the returns. It's unlikely there will be one time when all of us can come. But I'll take the dates when most can be there. Please let me hear from you by return mail.

3. Agenda. What proposals do you have for an "agenda"? Should we start with a consideration of our Constitution? Of our purposes and objectives? Of our relations with other groups? Would you like to list individual items which could then be made into an agenda whose adaption or change would be the first order of business?

4. Advisers. What suggestions do you have for advisers from within or without our ranks (in addition to the NAEB participants listed at the head of this memorandum)? What fields do you think should be represented--education, government, educational administration, learned societies, foundations, commercial broadcasting, what? (My listing of these groups is not an indication that I believe we should invite advice from all; it is done just to elicit comments!)

Let me hear from you by return mail if possible about the date, and soon afterwards as to meeting procedures.

Selection of Date for Special NAEB Board of Directors Meeting

The resolution setting up this meeting referred merely to the fact that "a long weekend in early December should be considered," and later made reference to the "forthcoming December meeting." A "long weekend" would be a Saturday-Sunday-Monday or Friday-Saturday-Sunday period. But in order to afford as wide a range of choice as possible, I am asking you to indicate your availability on any and all dates between November 29 and December 15. I know some meetings are already scheduled, such as the NAEB Research Seminar from December 9 through 13. Surely we don't want to cut into Thanksgiving (November 28), nor run over into Christmas.

On the next page, please cross out entirely those dates which are impossible for you. Underline those dates when you could come, but would rather not. Leave standing without marks those times when you will surely be available.

Be sure to sign your name!

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MEMORANDUM

November 15, 1957

To: Frank Schooley

cc: Jack McBride
Harry Skornia

From: Burton Paulu

In regard to the Eisenhower message: I am the guilty party!

I read it to the Board and again at the Tuesday evening opening session.

I thought I'd brought it back home with me. We are turning both the Paulu household and the KUOM office upside down. Of all things I would not want to lose, a telegram addressed to me from the President of the United States (despite its obviously impersonal nature) would be number one. Yet, it seems to have disappeared. Maybe a souvenir hunter in St. Louis pinched it! Well, anyway, if it's here, it will soon be found, and airmailed to you.

Sorry for causing the delay.

BP:ds

COPY

Sent for the information of
Frank Schooley

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
14 GREGORY HALL
URBANA, ILLINOIS

Station KUOM
University of Minnesota
Minneapolis 14, Minnesota

December 5, 1957

Mrs. Dorothy Lewis, President
International Association of Radio Women
Room 807
345 East 46th Street
New York, New York

Dear Dorothy:

In your letter of November 15 you asked whether some of your members could receive the NAEB Journal regularly. I've discussed this (by mail) with Frank Schooley, of our Publications Committee, and Harry Skornia, our executive director. Collectively we have arrived at this conclusion.

We do not have a regular free list for the Journal, but we will be able to send your members a number of copies of the December issue only. (Incidentally, this one deals mainly with the convention, and includes abridgments of most of the talks given there, including one by Tor Gjesdal. This was the reason we were not able to use any of the Gjesdal material you sent me.)

If you will send direct to Harry Skornia a list of some of the people to whom you would like to have the complimentary copies of the December issue mailed, we shall do so to the extent that such copies are available. It might be good if you did this in some priority order, since we don't have too many copies left.

I hope you won't mind if we send along also some NAEB membership blanks, since we'd like to have some of your people as NAEB individual members!

Yours sincerely,

B

Burton Paulu
President

BP:kls
CC: Frank Schooley
Harry J. Skornia

MEMORANDUM

December 11, 1957

To: NAEB Board of Directors

cc: Harry J. Skornia

From: Burton Paulu

Here is a copy of the letter I sent to the JCET pursuant to the resolution of the Board of Directors in St. Louis meeting. In drawing this up, I was assisted by a special ad hoc committee of Dick Hull (who moved both of the motions taken in St. Louis relative to the communication we were to send to the JCET), and Vernon Bronson and Jack McBride (who seconded the two resolutions). I also received the assistance of Harry J. Skornia.

BP:ds

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

Station KUOM
University of Minnesota
Minneapolis 14, Minnesota

December 10, 1957

Mr. Ralph Steetle
Joint Council on Educational Television
1785 Massachusetts Avenue N. W.
Washington 6, D. C.

Dear Ralph:

I have received the draft of your proposed letter to Mr. Joseph M. McDaniel requesting funds to continue the operations of the JCET during 1958 and 1959. This I have read carefully. I also have submitted it, together with the text of this reply, to some of my associates on the NAEB Board of Directors.

We of NAEB believe that channels for educational television stations must be reserved by the FCC; that once allocated, they need protection; and that technical and legal assistance should be provided for educational groups prepared to construct stations on these channels. We, therefore, support the proposed request for funds to continue the work of the Joint Council for a period not to exceed two years.

NAEB, nevertheless, attaches to this the condition that the several groups and interests involved with the work of the JCET should periodically appraise the Joint Council's functions and performance in the context of the total educational television movement. Since such a study probably would require a series of conferences over a period of some months, it should be initiated very shortly.

I should emphasize that this suggestion does not indicate any lack of appreciation by the NAEB of the importance of the work done by the JCET, nor does it imply criticism of the Joint Council's standard of performance. Surely it does not mean that the JCET should be subject to any different appraisal than should the NAEB. As you may know, a meeting of the NAEB Board of Directors was held in Chicago on December 6, 7 and 8, for the express purpose of re-examining our role in educational broadcasting, and of exploring ways and means in which our basic philosophy might be altered or our operations improved.

We suggest only that the JCET, the ETRC, the NAEB, and such other groups as may be concerned, should jointly review their purposes and functions in reference to the total educational television movement. This process may involve not only the leaders of the various groups most directly concerned, but also some outside advisors. Perhaps those foundations interested in supporting educational broadcasting should also participate. In any event, both the JCET and the NAEB should inform the Ford Foundation of the plans in this respect.

It is difficult to foresee the eventual outcome of such a group self-appraisal. It could lead to basic changes, both within and among these several organizations. It might result in internal changes of structure, in the merging of two or more of the groups, or in the setting up of new organizations. In the last analysis, of course, it would not necessarily enhance the role of the NAEB, nor alter its relationship to the work now being done by the JCET. Our purpose is to advance the cause of educational television, not to place the JCET in a defensive position.

With best personal regards,

Yours sincerely,

Burton Paulu
President

BP:ds

December 13, 1957

Dr. Burton Paulu, President
National Association of Educational Broadcasters
KUOM
University of Minnesota
Minneapolis 14, Minnesota

Dear Burton:

So far I have the following documents or copies:

1. The first letter of Schwarzwalder.
2. Bronson to Schwarzwalder, November 18.
3. Paulu to Schwarzwalder, November 13.
4. Schwarzwalder to Paulu, November 15.
5. Schwarzwalder to Bronson, undated.

I assume you have all of the above.

To date, I've restrained myself and written nothing.

Sincerely,

Frank E. Schooley

FESfb

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MEMORANDUM

December 11, 1957

To: Participants in the Chicago meeting of the NAEB Board of Directors

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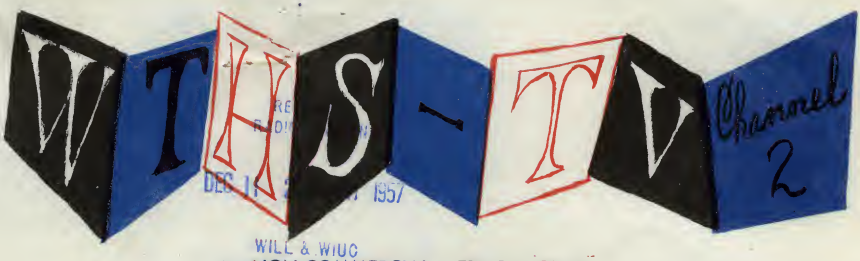
From: Burton Paulu

1. I want to thank you for the hard work you put in on December 6, 7 and 8. I've been to a lot of NAEB meetings, but I have never been to one at which so many people worked so hard with such promising results.

2. We've already swung into action on the television station activation plan. As soon as trends become clear, I'll send you a report.

3. I should appreciate being supplied with copies of all the correspondence you have had with John Schwarzwalder pertaining to the letter Schwarzwalder sent to Vogl, and the reply I sent to Schwarzwalder. Since it was my reply to John which set off much of what followed, I'd like to have a complete file--unless, of course, you'd rather keep these exchanges to yourself.

BP:ds



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NON-COMMERCIAL — EDUCATIONAL

SOUTH FLORIDA'S COMMUNITY STATION

Administrative Offices - 275 N. W. 2nd Street - Miami 36, Florida

DADE COUNTY BOARD OF PUBLIC INSTRUCTION - LICENSEE
COMMUNITY TELEVISION FOUNDATION OF SOUTH FLORIDA, INC. SPONSOR

DECEMBER 10, 1957

MR. FRANK SCHOOLEY
DIRECTOR
UNIVERSITY BROADCASTING
UNIVERSITY OF ILLINOIS
228 GREGORY HALL
URBANA, ILLINOIS

DEAR FRANK:

I AM ENCLOSING A COPY OF A VERY SWEET AND TO-THE-POINT LOVE-NOTE WHICH I RECEIVED FROM JOHN SCHWARZWALDER UPON MY RETURN HOME.

I THOUGHT YOU WOULD BE INTERESTED IN SEEING THIS FINAL BLAST FROM JOHN.

HURRIEDLY YOURS,

Vernon

VERNON BRONSON
DIRECTOR

VB:A

It was a good meeting Frank and in a large measure due to your understanding guidance — Happy Xmas to you all — Sincerely VB

KTCA - TV
TWIN CITY AREA EDUCATIONAL TELEVISION CORPORATION
CHANNEL 2
MINNEAPOLIS • ST. PAUL
MINNESOTA

[illegible] TSA - Room 110
[illegible] of Minnesota
[illegible] Paul 1, Minnesota

Telephone
Midway 6-4616 - Ext. [illegible]

Mr. Vernon Bronson
WTHS-TV
275 N.W. 2nd Street
Miami 3[illegible], Florida

Dear Vernon:

Your attempts to show you manage a community station are unethical. Your remarks about TV representatives in the NAEB Board are false. Your pretentions to a significant contribution to the national ETV movement are laughable.

Very sincerely,

John C. Schwarzwalder
General Manager

JCS:bh

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NOV 25 8 49 AM 1957

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UNIVERSITY OF ILLINOIS

MEMORANDUM

November 22, 1957

To: NAEB Board of Directors
(and other invitees to the
special December Board meeting)

From: Burton Paulu

Here is John Schwarzwalder's reply to my letter to him of November 13.

I do not intend to reply to it. I feel that I made my points in my previous letter, and that there is no reason to prolong the argument or further build it up.

BP:ds

KTCA - TV
TWIN CITY AREA EDUCATIONAL TELEVISION CORPORATION
CHANNEL 2
MINNEAPOLIS • ST. PAUL
MINNESOTA

Building TSA—Room 110
University of Minnesota
St. Paul 1, Minnesota

Telephone
Midway 6-4616—Ext. 268

November 15, 1957

Dr. Burton Paulu
President
National Association of Educational Broadcasters
KUOM
University of Minnesota
Minneapolis 14, Minnesota

Dear Dr. Paulu:

Your lengthy, single-spaced protestation of innocence has been received and noted. I realize the effort you must have put into this essay and regret that I find it obscure in some places and contrary to fact in others. The unconscious humor of your statement that Harold Hand's talk contained a significant analysis of educational broadcasting in the face of the man's correct statement that he knew little or nothing about that subject, is a case in point. Can you seriously deny that in terms of numbers involved, work performed and trouble taken, the Follies was "the major effort" of the convention? If you can, you will need better arguments than Hand's significant analysis. My remarks were much closer to understatement than to hyperbole.

Similarly no one with any basic parliamentary experience will be convinced that tabling a recommendation is a simple matter of delaying consideration. I am now sure that the recommendations will be considered but you will pardon me if I feel this happy result stems largely from efforts of mine subsequent to the Convention. Incidentally the preliminary minutes are in error in referring to the "Schwarzwalder proposals." As I understand it the proposals were adopted and recommended by the TV Operations and Development Committee. I am proud to have suggested the proposals but they are no longer mine (except in the eyes of those who want to defeat them).

Another small point full of unconscious humor was your citation of the Allerton House Conference as an NAEB aid to ETV in the same letter in which you admitted the Board of the NAEB had tabled the two ETV proposals which came out of the Conference.

As to the domination of NAEB by Midwestern Radio Stations I fail to see how you can deny it. As long as WTTW, with an $800,000.00 budget, serving 6,000,000 people has the same voting power as, say, KSTE (FM) in Emporia, Kansas, this domination will continue. I am not blaming you, personally, for this situation, I simply object to your saying it is not a fact and I feel you are not entirely candid when you fail to admit the truth of my contention. The "Midwestern social club" remark is equally true. For the phrase I am indebted to Dick Hull who used it at the convention and said the NAEB was that and a lot of other things as well. I agree fully with his statement but not, I think, with what he meant.

Your references to "other communications" of mine is obscure. I believe I know you too well to suppose you would exhibit the extremely poor taste to use an NAEB letterhead and your office in the NAEB to refer to non-NAEB differences we have had. In any case may I assure you that I am not aware of any "communications" from which I should like to withdraw a single line.

Your last paragraph pays tribute to the NAEB's desire to serve all educational broadcasters. I have heard much talk of this. Action, however, for ETV stations, has been hard to get. I shall await with considerable interest the action, or lack of it, of a Board which I now believe will (finally) consider some proposals to aid educational television.

Sincerely,

John C. Schwarzwalder
General Manager

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NOV 25 8 53 AM 1957

WILL & WIUC
UNIVERSITY OF ILLINOIS

KTCA-TV CHANNEL 2

ST. PAUL 1, MINNESOTA

November 21, 1957

Dear Frank:

Since I understand Burton Paulu is circulating his reply to my letter to Dick Vogl, I thought you might be interested in my reply to Paulu. I doubt that he will send you a copy.

Sincerely,

John C. Schwarzwalder
General Manager

JCS:bh

KTCA-TV CHANNEL 2

St. Paul 1, Minn.

November 15, 1957

Dr. Burton Paulu
President
National Association of Educational Broadcasters
KUOM
University of Minnesota
Minneapolis 14, Minnesota

Dear Dr. Paulu:

Your lengthy, single-spaced protestation of innocence has been received and noted. I realize the effort you must have put into this essay and regret that I find it obscure in some places and contrary to fact in others. The unconscious humor of your statement that Harold Hand's talk contained a significant analysis of educational broadcasting in the face of the man's correct statement that he knew little or nothing about that subject, is a case in point. Can you seriously deny that in terms of numbers involved, work performed and trouble taken, the Follies was "the major effort" of the convention? If you can, you will need better arguments than Hand's significant analysis. My remarks were much closer to understatement than to hyperbole.

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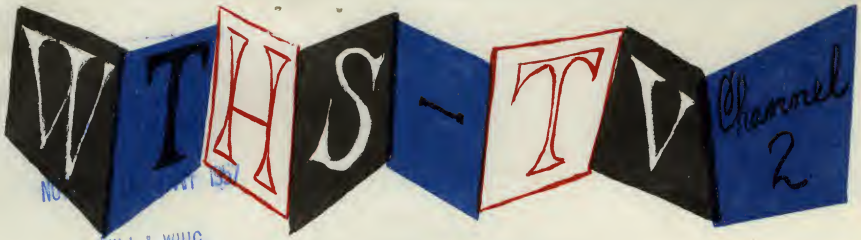
Sincerely,

John C. Schwarzwalder
General Manager



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NON-COMMERCIAL — EDUCATIONAL

SOUTH FLORIDA'S COMMUNITY STATION

Administrative Offices - 275 N. W. 2nd Street - Miami 36, Florida

DADE COUNTY BOARD OF PUBLIC INSTRUCTION - LICENSEE
COMMUNITY TELEVISION FOUNDATION OF SOUTH FLORIDA, INC. SPONSOR

Rec'd 11-20-57

November 18, 1957

Dr. John C. Schwarzwalder
General Manager
Station KTCA-TV
Building TSA
Room 110
University of Minnesota
St. Paul, Minnesota

COPY

Dear John:

I appreciate your sending me a copy of your letter to Dick Vogl, but I am sorry that you feel the way you do.

I certainly hope that you will reconsider your decision not to renew your station membership in NAEB. I think you will agree with me that the welfare of the National movement is of more importance than any immediate personal concerns or temporary frustrations; and I firmly believe that the welfare of the National movement can best be served by a strong NAEB. We must work from within to make NAEB THE central professional organization in educational broadcasting.

Burton Paulu sent me a copy of his letter to you which he wrote after receiving a copy of your letter to Dick. I must say, John, that I think Burton answered you very clearly and that I must agree with the things he said.

The Board of Directors of the NAEB is faced with some very grave decisions which will have a lasting effect upon both radio and television broadcasting for educational porposes, and, very rightly, they did not feel that they could make any snap judgments nor superficial decisions upon any matters as fundamental and as far reaching as the two proposals made by you at Allerton House.

This does not mean that the Board did not give a lot of consideration to these larger problems, nor that it does not recognize the necessity for meeting the changing needs of our professional organization. It just felt that it was necessary to take a longer and more detailed look at the whole picture rather than to attempt segmented decisions.

I think you will admit that you are being somewhat unfair in saying that NAEB is "dominated by a group of MidWestern radio stations having little interest in ETV and apparently no interest in the Community ETV Stations." You should know that 6 of the 12 people on the Board of Directors represent educational television stations. One other member, Bob Schenkken, is the Chairman of the ETV project of the Southern Regional Education Board and has considerably more than a passing interest in the welfare of all ETV stations, and my station is essentially a Community station, and as Chairman of the Station Activation Committee of the SREB and having been actively involved in the promotion of two other Community stations in our State, I feel that I have some right to speak for Community stations.

In view of these facts, I think it would be hard to maintain your position that ETV is not properly represented on the Board of Directors of NAEB. I know you were chagrined that there was not more immediate and positive action on your suggestions at St. Louis, and I know that you are an impatient man, and I believe that this caused you to make some judgments without having all the facts at hand.
I hope you will reconsider and withdraw some of the statements you made and join with all of us in the selfless purpose of strengthening and expanding NAEB.

IN THE MEANTIME I HOPE ALL THINGS GO WELL WITH YOU IN YOUR PERSONAL EFFORTS AND I SHALL LOOK FORWARD TO SEEING YOU AGAIN BEFORE LONG.

WITH ALL GOOD PERSONAL WISHES,

SINCERELY,

VERNON BRONSON
DIRECTOR

VB:SA

RECEIVED
RADIO STATION
DEC 18 8 42 AM 1957
WILL & WIUC
UNIVERSITY OF ILLINOIS

December 16, 1957

Burton Paulu
Dick Hull
Frank Schooley
Harry Skornia

Dear Sirs:

The attached minutes of the Chicago meeting need your immediate attention. As you can imagine, they were extremely difficult to assemble because we covered the waterfront.

I've tried to list actions taken and consensus of opinion as well; I've tried to give background, and present some record of the many problems discussed.

The minutes are frank and to the point; they don't pull many punches. You may not want some things recorded. Please use blue pencil and advise.

Since there is urgency in getting the official minutes assembled and a great many people were involved in the meeting, I decided against sending a rough draft to all. I'll corolate your comments, make the necessary changes and forward a revised copy to Headquarters for duplication.

Please give me your reactions as soon as possible.

Sincerely,

Jack McBride /w

Jack McBride
Director of Television
and KUON-TV

J:n

MINUTES OF THE MEETINGS OF THE NAEB BOARD OF DIRECTORS
December 6-8, 1957

The Board of Directors of the National Association of Educational Broadcasters met in special session at the Del Prado Hotel, Chicago, Illinois. Minutes of the several sessions follow.

Present:	President	Burton Paulu
	Vice-President	Richard Hull
	Treasurer	Robert Coleman
	Secretary	Jack McBride
	Past President	Frank Schooley
	Region 2 Director	Vernon Bronson
	Region 4 Director	Richard Vogl
	Region 5 Director	Robert Schenkkan
	Region 6 Director	Edwin Adams
	Director-at-Large	Gertrude Broderick
	Ex-Officio	Harry Skornia
Present by invitation:		
	Secretary-elect	Haskell Boyter
	Permanent Financing Committee	William Harley
	Permanent Financing Committee	Edward Rosenheim
	Repr. ETRC Affiliates	James Robertson
	NAEB Legal Counsel	Leonard Marks
	Associate Director	Harold Hill
Absent:	Region 1 Director	Art Weld
	Region 3 Director	Ola Miller
	Permanent Financing Committee	James Miles

1. President Paulu called the meeting to order at 9:13 a.m. Friday, December 6, 1957. An agenda was distributed and additions invited. Paulu presented a background to the meeting and gave an overview of NAEB status, past and present.

2. In subsequent Board discussion, the following were among the problems aired:

- discussion of purposes and objectives of NAEB
- areas of weakness and insufficient service
- NAEB as trade association and as professional association; professional versus individual member problem
- annual conventions - same problem as NAEB - trying to be all things to all people
- individuals versus institutional representation to NAEB - individuals speaking for their institutions

- membership - variety of categories
- need for professional standards for individual members
- how to implement NAEB preamble
- relationships with other organizations
- need for status
- need for material service to variety of members - interests of each are not broad
- need for making new members aware of what NAEB is and offers - internal public relations
- technicians versus educators - how to gain acceptance

3. Consensus of the Board that NAEB should be a composite or umbrella organization for educational broadcasting, embracing all aspects of microphone and camera for educational purposes and extending the benefits of such broadcasting to everyone. NAEB is the logical organization to meet all these needs.

4. Other problems:

- one organization covering only a segment of ETV getting the majority of attention and representing the entire movement to many people
- loss of educational radio stations - problems of existing 34
- encouraging adult minority broadcasting along with closed circuit use
- NAEB as interior operators judged only on basis of local representative - other organizations better known nationally
- duplication of services - overlapping of functions of the several national organizations
- need for public relations for entire movement
- need to list and define needs of and services necessary to the total educational broadcasting movement, not necessarily NAEB alone

5. Consensus of the Board that educational broadcasting has 10 major areas of need:

1. programs
2. professional advancement
3. member services
4. teacher and educational development
5. technical services
6. research activities
7. publicity and public relations
8. promotional development and activation
9. policy guidance and direction
10. financial support

6. The Board reviewed the history and development of NAEB, JCET, ETRC, ACE, NCCET.

Marks commented on the similarity of educational broadcasting problems to National Association of Broadcasters' evolution.

The Board agreed that by so defining the problems and areas to be served by NAEB, its constituents would know what the Association is, has to offer, and will not expect more.

7. Regional Director Election. The Associate Director was invited to speak to the problems of election of regional directors and constitutional amendments. In the recent regional director elections, no candidate received a majority vote: Region 1, a plurality of two; Region 3, a plurality of 1; Region 5, a plurality of 6. In previous years, interpretation has been that majority means the highest vote. Bronson moved that those candidates with the highest number of votes be elected, thus defining majority as meaning plurality. Hull seconded for opinion by legal counsel. Marks pointed out that no standard procedure is set down in the by-laws, that the situation can be justified on the basis of precedent, but that, strictly speaking, majority must mean half plus one or more. Past officers have been legal and de facto officers, however. Hull withdrew his second; Bronson withdrew the motion. Schenkkan then moved, with a second by Coleman, to re-submit the names of those candidates with the two highest votes in each region to that region for election. Vote was unanimous and the Board suggested that the Constitution Committee re-examine the problem and provide recommendations.

ACTION
Paulu

8. Constitution and By-Law Amendments. Associate Director Hull then discussed the draft of the notice and explanation of proposed amendments to the Constitution and By-Laws. Adams moved, with a second by Schenkkan, that the amendments to the Constitution and by-laws as proposed by the Constitution Committee be approved for submission to the membership for vote. After Board discussion, Schenkkan withdrew his second and Adams withdrew the motion. Schenkkan's motion that the material be handled in the customary fashion, by mail, died for lack of a second. Hull then moved, with a second by Bronson, to table the matter until the Columbus Board of Directors' meeting. Motion and second withdrawn. After further discussion, Hull moved that, since subsequent deliberations by the Board at this meeting might make a difference, since there is insufficient time, and since certain language needs changing, the proposed amendmentsto the Constitution and By-laws be tabled until the Columbus Board meeting. Bronson seconded and vote was unanimous.

9. Program Sponsorship over ETV Stations. Legal counsel was invited to report on a possible critical problem to the ETV movement: the commercial sponsorship of programs over ETV stations. Discussion by ETV station managers at the Allerton seminar indicates the area is not clearly defined and several interpretations are available. Since such programming is becoming increasingly prevalent, legal counsel recommended that some action be taken for clarification of position. Counsel recommended three possible approaches: an adoption of a code of practices, asking the FCC for definition since none is available, or an informal discussion by ETV stations prior to approaching the FCC. Marks pointed out that these are not necessarily the only methods of approach. Consensus of the Board was that the problem was critical and that the NAEB should be the organization to make the approach, once decided. The matter was tabled pending subsequent discussion.

The Board adjourned at 12:25 for lunch to reconvene at 2:00 p.m.

10. President Paulu called the meeting to order at 2:05 p.m. and summarized the morning's discussion. Agreement was reached on the definition of educational broadcasting, on the NAEB as an umbrella organization, and on the typesof service needed in the field of educational broadcasting.

Continued discussion pointed to, among other matters:

- desire of NAEB to be as effective an organization as possible
- importance of community stations to the educational broadcasting movement
- needs of community ETV stations
- problem that the majority of research being done in ETV is not research in ETV but in education
- problem of ETV as an arena where many types of people can meet
- need for acceptance in the higher echelons
- need for top-level leadership where responsible, systematic, and profound thought is employed - an educational broadcasting dynamics department
- need for top level council/advisory group/policy Board for NAEB

The Board discussed possible methods of obtaining such a group, including soliciting separately and asking members of existing boards of other organizations to serve.

Further points discussed:

- foundation relations
- need for unification of effort by all organizations in the educational broadcasting movement
- possible methods of obtaining this much-needed unification of effort, including co-office functions

11. It was the consensus of the Board that unification of effort by all organizations in the educational broadcasting field is urgently and critically needed, that the majority of existent problems would be eased by such unification of effort, that economy of purpose could be achieved and that the movement would find more rapid and greater acceptance.

12. It was further the consensus that there is need for a joint examination (by all interested parties) of the NAEB's function as relates to the other organizations, that the need is urgent, and that the NAEB is willing to participate in such an examination for the good of the movement, even at the possible further detrement of NAEB.

The Board adjourned at 5:00 p.m. to reconvene at 7:30 p.m.

13. President Paulu called the Board to order at 8:00 p.m., referring to ETRC Affiliates Committee member James Robertson's letter to ETV station managers inviting comment about NAEB for discussion at this meeting. Robertson collated these returns for the Board and listed four basic areasof special need felt by ETV station managers:

1. improvement of national program service

2. additional station activation
3. significant and continuing national promotion - an ETV "corporate image"
4. coordination of fund raising activity and information

14. Other pointsof discussion:

- community stations have many individuals not oriented to NAEB and educational broadcasting
- need for communication of information re NAEB
- increasing danger of using community ETV stations solely for systematic instruction
- need for a New York office for the ETV movement

15. At the invitation of Paulu, Chairman Harley of the ETRC Affiliates Committee summarized for the Board the background, birth and present status of the Committee. Harley stressed the intention of the Committee and the ETV station managers not to get into any area other than relationships of affiliated stations to the ETRC.

16. Chairman McBride of the now-dissolved NAEB Television Operations and Development Committee reviewed the background, organization and membership of this Committee. McBride then summarized the ETV station managers' seminar activity which led to the above Committee's sessions at Allerton House. Because of earlier requests for action concerning station activation and because of a specific proposal by member John Schwarzwalder and unanimous agreement at Allerton by ETV station managers on the urgent need for activation, the Committee held open and closed meetings. Unanimously the Committee voted to forward recommendations to the Board for consideration. Because of seriousness of the recommendations, inadequate time at the St. Louis Board meeting, and because these were part of larger and more fundamental problems, the matter was tabled for full discussion at this meeting.

17. Additional discussion centered on:

- the NAEB Advisory Committee to the ETRC President
- the action delay necessitated by a democratic organization such as NAEB

18. Harley pointed out the special relationship ETV stations have with the Center -- relationships brought about by a contractual agreement whereby stations pay money for programs and also get certain funds for operation. This doesnot mean, however, that there are not areas in which the stations feel NAEB should concern itself, i.e., possibilities of TV broadcast stations being used completely for systematic instruction, or the problem of commercialization as related to ETV programming.

19. Further discussion covered the following:

- NAEB's failure to provide leadership for ETV stations
- NAEB's responsibility and obligation for providing such leadership
- need for making the services of NAEB known
- possibility of splinter groups forming

- expiration dates for foundation grants
- possible need for ETV stations to have stronger vote in NAEB, because of larger investments, larger staffs, and larger audience potentials.

The Board adjourned for the night at 9:45 p.m. to convene at 9:00 a.m. the following morning.

20. President Paulu called the Board to order at 9:15 a.m. Saturday, December 7, and reviewed discussion of the previous day.

In reviewing the four ETV station needs as listed by Robertson, Schenkkan pointed out that the SREB TV Committee has been active for some time in the area of station activation.

21. Upon invitation by Paulu, Hull reviewed the general areas of responsibility and functions of each of the major organizations active in the ETV movement. The Board made mention of the possibility of a reduced budget causing reduced JCET operation over the next two-year period. The Board also noted the cessation of national ETV publicity/promotion by the ETRC (originally an NCCET function) as the grant for this activity expires.

The possibilities for an interim foundation grant to provide this service were discussed.

22. Talk then centered once again about the problem of additional station activation. McBride re-read the Television Operations and Development Committee recommendation. Pointing out the station activation need unanimously expressed by the ETV station managers, Schenkkan moved that the President appoint a committee to prepare a proposal (by which station activation can be brought about) at this meeting to be presented by the proper persons to the Ford or other foundations at the earliest opportunity. Coleman offered an amendment to the motion which placed the following immediately prior to the above motion: The NAEB accepts the responsibility for activation and promotion of new ETV stations and fundsfor this will be incorporated in the next foundation request.

Schenkkan seconded the amended motion. After discussion it was withdrawn. It was pointed out that such responsibility should be inherent in NAEB. Adams then seconded the original Schenkkan motion and vote was unanimous.

President Paulu appointed a 6-man committee to meet during the noon break to begin preparation of such a proposal: Robertson, McBride, Schenkkan, Hull, Marks, and Harley, Chairman.

23. In discussion of the first ETV station need, improvement of national program service, consensus of the Board was that the category does not lie within the jurisdiction per se of NAEB.

24. There was further consensus that the NAEB Advisory Committee to the ETRC President should be enlarged in scope, become stronger, and embrace all areas affecting NAEB members including radio and other non-television members.

25. The Board returned to the problem of the unification of effort of all organizations in the ETV movement. Marks raised the question: who represents ETV? The need for such unification of effort beco es increasingly critical after additional discussion. Hull read a document outlining both a shortand long range proposal for the future of the ETV movement. (Headquarters to get copy from Hull and distribute to Board.) McBride moved, with a second by Bronson, that the President be instructed to proceed immediately in terms of the Hull short and long range proposals to explore and take action toward such unity of effort with all appropriate agencies and organizations in the field of educational broadcasting. Vote was unanimous.

ACTION Hq.

26. Broderick suggested the possibility of a top level meeting in the near future. Hull pointed out a precedent for such a meeting has already been set by the ad hoc Committee, U. S. Office of Education meeting. He further pointed out that the pending Magnuson bill makes such a meeting all the more purposeful.

27. Marks then briefed the Board on the progress and present status of the Magnuson Bill and suggested the advisability of an NAEB representative meeting with Senator Magnuson's office staff by the 15th of January next to explore methods by which NAEB can best represent its members in this matter at the forthcoming Committee hearing. It was the unanimous recommendation of the Board that the Chairman Schenkkan of the NAEB ad hoc Magnuson Bill study Committee meet representatives of the Senate Committee, U. S. office of Education representatives and NAEB legal consel by January 15th next. President Paulu is to re-examine the composition of the ad hoc Magnuson Bill study Committee in the light of this Board action and revise if and where necessary.

ACTION Schenkkan

ACTION Paulu

Schooley moved thatthe treasurer be authorized to defray expenses up to $5,000 incured in providing testimony before the appropriate Committees of Congress in the event such testimony is requested of NAEB. Second by Schenkkan and vote was unanimous.

28. The Board adjourned at 12:30 p.m. and reconvened at 2:15 p.m. The problem of commercial implication in ETV programming was discussed. It was the consensus of the Board that this problem should be one of the first items on the agenda of the new NAEB Television Management Committee; That the matter is potentially very dangerous to the environment and will affect everyone. The Board suggests that the Committee conduct an inquiry of all ETV station managers, quoting the pertinent sections of FCC rules, and asking for the experiences, legal opinion, FCC opinion, etc, gathered by such manager. It was pointed out that this is a fitting example of NAEB serving its TV members.

29. Broadcasting Foundation of America. The Executive Director presented the background to Broadcasting Foundation of America. This led to a discussion also of the Voice of America and the State Department. It was the consensus of the Board that NAEB supports the concept of BFA, does not surrender NAEB obligation

in this area, does not commission BFA as NAEB or a part of it, is not willing to merge identities, and in view of the above will replace the present NAEB International Relations Committee Chairman.

ACTION
Paulu

30. Securing ETV Funds From ETV Equipment Manufactures. McBride re-read the Television operations and Development Committee proposal concerning the securing of funds from television equipment manufactureers for the ETV breadcast stations. Considerable discussion followed. It was noted that this was not general fund raising and was designed for only a segment of NAEB membership. Discussed also was the idea of an NAEB central purchasing agency for equipment and supplies, the possibility of seeking equipment rather than dollars, and a recognition of the financial needs of the ETV station members. Schooley moved, with a second by Schenkkan, that the Board recognizes the proposal as an interesting idea with some promise but is reluctant to act because of inherent problems and without the consultation of the ETRC. After discussion, motion and second were withdrawn. It was pointed out that this proposal contains problems relation to fund raising by other organizations. Schenkkan then moved that the Board accept the Television Operations and Development Committee recommendation that fund raising activity for individual members lies outside the province of NAEB and NAEB should not engage in this activity. Hull seconded and vote was unanimous.

31. Chairman Harley of the ad hoc committee on ETV station activation read a rough draft of the committee proposal. Adams moved acceptance of the report in principle. Broderick seconded and vote was unanimous. The committee report in final form was to be presented on the following day.

32. Schenkkan moved that NAEB go on record before the House Ways and Means Sub-Committee as favoring removal of the excise tax on UHF receivers, with Hull to be authorized to transmit these views by what ever means he deems necessary. Hull seconded and vote passed with Schooley abstaining.

Schenkkan then moved that the Committee authorized in St. Louis to study UHF tax legislation relief have its duties broadened to include the study of all matters uniquely related to UHF broadcasting. Bronson seconded and vote was unanimous.

33. First subject of discussion was the need for promotional development and activation, one of the ten needs cited earlier. Skornia reviewed NAEB activity in this area at present. Consensus that educational broadcasting needed a "corperate image", a unity of approach towards this end, national publicity, promotion and interpretation. Realistically, no entity can properly function today without a real public relations program. Discussion then centered on the need for anational publicity office in New York where top publicists and facilities are located also, on the need for top columnists, such as John Crosby, to make mention of educational broadcasting activity.

34. It was the consensus of the Board that the NAEB Journal needs improvement, that it needs to be a more professional magazine, that it

rid itself of the present homey, casual, house-organ characteristics.

35. Hull described the need for a publication which could be established as the central source of all educational broadcasting activities, a top-flight vehicle possibly along TV Digest or Edgar Dale land-grant newsletter lines. It was recognized that such a newsletter calls for a top-flight editor.

36. The Board discussed possible space in META for a national publicity office, the need for a national address and telephone, the need to dramatize the movement for the public, the need for NAEB public relations and promotion, and NAEB obligation to assume this responsibility of promotion for the entire movement. Bronson moved that the President and officers of NAEB be instructed immediately to make an attempt to secure funds for the establishment of a full-time public relations program designed to improve public understanding of educational broadcasting. Schenkkan seconded and approval was unanimous.

37. Discussed also were other possible measures of action: activation of an NAEB Public Relations Committee to transmit regular materials to a New York area association member for processing to leading critics, columnists and syndication people; the similarity of the public relations problem and need on the part of the local station; the need eventually to move NAEB Headquarters to New York; the fact that public relations for the movement is in the long run dependent on the programming.

Schooley pointed to the possibility of approaching several foundations for advice in meeting this critical public relations problem.

Vogl suggested that broadcast equipment manufacturers might be approached by NAEB for donations to implement the public relations plan. Such might be mutually advantageous.

38. Station Activation Report. On behalf of the ad hoc Station Activation Committee, Hull read the final report:

Managersof ETV stations attending the 1957 Allerton House ETV Management Seminar unanimously voted rapid and wide-spread activation of additional ETV stations throughout the U.S. as one of ETV's most pressing needs. This concept, formalized in aresolution and illustrated by a proposal (calling for four resident consultant-managers assigned to four potential "ETV cities" and budgeted at $80,000-$100,000 per year) was referred through the NAEB Television Operations and Development Committee for action by the NAEB Board of Directors at its meeting in St. Louis. Following the TV Operations and Development Committee's unanimous recommendation that the NAEB take action on station activation, the Board, impressed with the seriousness of the problem, placed the item high on the agenda of its forthcoming special Board meeting in Chicago where it could be studied in detail, apart from the routine business of the annual meeting, and receive the special attention it was felt to deserve.

Subsequently, the ETV Project of the Southern Regional Education Board petitioned the NAEB to devise plans and offer assistance for activating ETV stations not only in specific cities in the Southern States

comprising the SREB, but nationally as well, identifying the need as basic to the survival and success of the ETV movement.

Back of these expressions were five vital concerns that:

1) Reserved ETV channels, already in jeopardy, may soon be lost.
2) All, or nearly all, of these channels must be activated if the majority of the nation's population is to be reached and served.
3) An increase in the number of existing stations is required to provide the necessary mutual aid and program resources.
4) No present efforts toward this end seem to offer an immediate practical solution, or, indeed, a long-term one.
5) A number of community and institutional ETV developments are at a stage of "ripeness" where encouragement and skilled advice, if made available immediately, can result in new ETV stations.

Recommendations are, therefore, made that immediate and simultaneous efforts be undertaken to activate channels on a country-wide basis, utilizing all available resources, NAEB, JCET, ETRC, SREB, and all the additional resources which may be marshalled. A specific mechanism and procedure is recommended toward this end.

Recommendations:

1. Appointment of a national coordinator and chairman, and regional coordinators who together will constitute the NAEB Television Development Committee. This committee will enlist the advice and assistance of all those interested in this area of development.

Areas:
1. New England (Gunn)
2. New York, Pennsylvania (Hungerford)
3. SREB States (Bronson)
4. Illinois, Indiana, Michigan, Ohio, Wisconsin (Schooley)
5. Iowa, Minnesota, North Dakota, South Dakota, Nebraska (Schwarzwalder)
6. Colorado, Wyoming, Arizona (Johnson)
7. Washington, Oregon, Idaho, Montana (Stone)
8. California, New Mexico, Nevada, Utah (Day)

2. The committee will make consultants available upon request to communities and institutions which need help in the development of educational television stations. Consultant service of two kinds is envisioned. These two kinds of service are governed by time considerations, but both shall ultimately be made available.

a) Immediately: there shall be made available as part-time consultants to service such needs in their own areas managers of existing television stations. These consultants are to be placed on a per diem and honorarium basis.

b) As soon as increased funds can be found: consultants shall be made available on alonger-term basis.

3. All consultants shall act to advise, assist and instruct the local persons in the formation of a corporation or organization, approach sources of funds, plan station program, advise on equipment, application filing, etc.

4. The principle of regional and local recruitment of consultants shall be followed since it permits not only use of knowledge of area and familiarity with local problems, but will enable simultaneous development and activation of stations in a short time. Another consideration in the recruitment of consultants shall be the type of station to be activated.

5. There be launched immediately consultative support for Richmond and Nashville (contact through ETV Project SREB) and such other areas as the committee believes to be in need. This immediate effort should use all existing NAEB resources.

6. The officers and Foundation Committee should seek funds in the amount of $150,000 for this operation (at least $150,000) immediately from whatever sources they may be obtained.

James Robertson
Robert Schenkkan
Richard Hull
Leonard Marks
Jack McBride
William Harley, Chairman

ACTION Paulu

Schenkkan moved, with second by Bronson, that the Board accept the Committee's report and instruct the officersto carry out recommendations contained therein. Approval was unanimous. It was the unanimous agreement of the Board that Mr. Henry Chadeayne be approached and urged to accept the chairmanship of the NAEB Television Development Committee. Schenkkan moved, with second by Schooley, that the President appoint a committee to accompany him to St. Louis to meet with Mr. Chadeayne as soon as possible. Approval was unanimous. It was the consensus of the Board that this committee then meet personally with the President of the ETRC followed by the Executive Director and Chairman of the Board of JCET to discuss the planned action and enlist their complete cooperation and support. Accordingly and with their advice and consent of the Board, President Paulu appointed Schooley and McBride to go with him to St. Louis and Ann Arbor; Paulu and Hull to go to Washington, D.C. It was further the consensus that press releases, etc., be withheld pending these several trips, and that McBride should call Schwarzwalder as soon as possible giving a general summary of Board action taken at the Chicago meeting.

ACTION Paulu Schooley McBride Hull ACTION McBride

39. Washington, D.C. Meeting. The Board returned to the discussion of the need for unification of effort and the possibility and feasibility of such a joint meeting. Schenkkan moved the following:

In Washington just prior to the FCC hearings which resulted in the reservation of television channels for education, NAEB and the U.S. Office of Education called an open meetinf of educational administrators and broadcastersto explore and define problems which threatened their efforts to secure ETV channels and to achieve a concensus and a mechanism which could effectively represent and forward the common objectives of all. From this meeting emerged the ad hoc Joint Committee on Educational Television.

Now seven years later, educational television, developed beyond all realistic expectations of its original planners, and achieving aspects of a newsocial institution, faces aseries of financial, philisophical, and political crises (within its own ranks and within the government), compounded by the activities of many agencies, who seeking essentially the same objectives, nonetheless by their duplication of function, their unilateral activity, and fiscal insecurity, are lead to work at cross purposes which presently threaten to undermine the success of the whole structure. Therefore I move, in the spirit and under the precedent of 1950 and beneathe the shadow of "sputnik" and all it implies that the President of NAEB in cooperation with the U.S. Office of Education invite those interested and conerned with the future of U.S. educational broadcasting and liberal and scientific education of the present and future generation in the U.S. be called together in the nation's capital as a national committee of the whole to study and devise ways and means whereby the resources of educational communications throughout the country (whether AM-FM-TV or closed circuit) can be mobilized in a common and better effort toward a successful realization of those educational, spiritual, scientific, and democratic goals which all of us mutually seek in the name of our common American heritage.

ACTION Paulu

Second by Adams and approval was unanimous. It was the consensus of the Board that this meeting be called if at all possible early in 1958. The Board then considered ways and means of implementing the above, including invitation of foundation heads (Ford, Kellogg, Old Dominion, Carnegie, and Carskadian), advisability of inviting the complete membership of the Boards of NAEB, JCET and ETRC, etc. It was Board consensus that the President appoint a steering committee as soon as possible to plan the approach, set up the meeting, and prepare and implement an agenda; that the plans for this meeting be sent in advance to each NAEB Board member; and that the Hull-Paulu trip to Washington to meet with JCET could also begin action on the above meeting.

ACTION Paulu

Please check spelling

40. The Board discussed reporting results of the Chicago meeting to the general membership. Consensus was for the President to give a summary in his newsletter column.

41. Schenkkan raised the advisability of hiring a qualified stenographer or stenotype operator to take minutes of future Board Meetings. Such a person would report to the Secretary. Such an action would enable the Secretary to participate more fully in the meetings and would give the Board members daily summaries of action. Consensus was that such action should be taken and for headquarters to investigate costs, etc.

ACTION Hq.

42. The Board then considered those problems still needing discussion, among them:

- possible Vice-President for Television
- further re-structuring of NAEB
- additional service to membership
- further correction of actual and potential weaknesses
- association financing

Bronson moved that a formal Board of Directors meeting be held in Washington, D.C. immediately following the planned joint meeting and/or such other time as the Executive Committee may feel necessary between now and the Columbus meeting. Schenkkan seconded and the motion was unanimously approved. It was the Board's feeling that such a Board meeting could include a post mortem of the joint meeting and provide a time for such actions as might be necessary growing out of such joint deliberations.

The hour being late, Schenkkan moved adjournment. Second by Schooley and unanimously approved. The Board of Directors thus adjourned at 1:25 p.m., Sunday, December 8, 1957.

FES - JML
+ return

December 17, 1957

Dr. Burton Paulu
President, NAEB
Eddy Hall
University of Minnesota
Minneapolis, Minnesota

Dear Burton:

Just a note to report that I talked to John Schwarzwalder this afternoon and told himoonly in general terms what happened at the Chicago meeting. I found him extremely friendly (about the take off on a three week winter vacation) and quite calmed down. I told him as the minutes became available to the membership in published form I was sure he would agree that a great deal of action had been taken. I get the impression that he will continue to stay in the fold.

Incidently, he did mention that he got a letter of congratulations from John Dunn welcoming him outside the select circle.

Sincerely,

Jack McBride
Director of Television
and KUON-TV

J:n
cc: Harry Skornia

December 27, 1957

RECEIVED
RADIO STATION

MEMORANDUM
DEC 30 8 44 AM 1957

WILL & WIUC
UNIVERSITY OF ILLINOIS

TO: Dick Hull
Jack McBride
Bob Coleman
Frank Schooley
Bill Harley
Jim Robertson
Harry Skornia

FROM: Burton Paulu

Item 40 of Jack McBride's Chicago minutes state: "The Board discussed reporting results of the Chicago meeting to the general membership. Consensus was for the President to give a summary in his Newsletter column."

Headquarters tells me the deadline for the next newsletter is January 1. It now is December 27.

Attached is a rough draft of something I've written up. Will each of you give me a quick reaction by return mail or telegram?

I've tried to hit the high spots, which it seems to me are: the overall long-range approach; the decision on station activation; and the decision on a meeting of the several groups involved. I've tried to give facts, and yet not anticipate final results so as to jeopardize the outcome.

I'm going to revise the language if not the meaning, so don't hesitate to offer suggestions.

BP/b
Attachment: 1

DRAFT

PRESIDENT'S COLUMN

I have attended a great many meetings of the NAEB Board of Directors since I first became an officer of the organization in 1949. By all odds, however, the best of these were the meeting at the St. Louis convention on October 28, 29, and 30, and the special meeting in Chicago on December 6, 7, and 8.

These sessions were devoted to the basic problems of educational radio and television broadcasting. Naturally, any meeting of our Board of Directors would be oriented around NAEB interests and activities; yet, to me, one of the outstanding features of these talks was their preoccupation with the overall problems of educational broadcasting, rather than only with the status of NAEB.

At St. Louis we became increasingly aware of the emergence of a new set of problems in educational broadcasting. At the same time, we realized that it would be impossible to discuss these adequately during our short time together, with so many routine matters pressing for action, and with the Convention itself at hand. Accordingly, we decided to hold a special meeting in Chicago on December 6, 7 and 8, when we could address ourselves to the long-term problems.

One of the principal items on the agenda was educational television. Here we are confronted by problems developing in consequence of our earlier activities. NAEB was a leader in the battle for the reservation of channels; we helped set up the original Joint Committee on Educational Television (JCET); and we were involved in the early planning for the Educational Television and Radio Center (ETRC).

The subsequent growth of educational television stations, production units and closed circuit installations created a new set of problems, some of which are being referred to us for solution. Thus, at our Allerton House Television Management Seminar in August 1957, the NAEB Television Operations and Development Committee recommended that the Association expedite the activation of new stations by stimulating local activity. Later the Educational Television Project of the Southern Regional Educational Board made a similar request. Proposals to accomplish this were among the major items of business held over from the St. Louis to the Chicago meeting. In order to make this session as representative as possible with the limits of time and budget, the Board was joined in Chicago by the secretary-elect (Haskell Boyter); the chairman and one member from the permanent finance committee (William Harley and Edward Rosenheim); one member from the committee set up by ETRC affiliates to represent them to the Center (James Robertson); NAEB's legal counsel (Leonard Marks); and the Executive Director and Associate Executive Director of NAEB (Harry J. Skornia and Harold Hill.)

One of the principal results of the Chicago meeting was a resolution on educational station activation drawn up by a special ad hoc committee (William Harley, chairman; Richard Hull, Leonard Marks, Jack McBride, James Robertson and Robert Schenkkan) which the Board unanimously adopted. Its preamble stated that the reserved television channels might be lost if not activated; that the utilization of more channels is necessary if the majority of the nation's population is to be served by educational television; that an increase in the number of stations would improve the resources for program exchange; that "no present efforts toward this end seem to

offer an immediate practical solution, or, indeed, a long-term one"; and, that there now are a number of communities "ripe" for educational station activation.

Accordingly, the Board decided to set up a national chairman and eight regional coordinators, who would constitute the new NAEB Television Development Committee. Using NAEB funds already in hand, they would make consultants available immediately to areas requesting such help. Such consultants would be recruited locally in order to achieve quick action, and so as to insure familiarity with local problems. It also was resolved that work should begin immediately with present resources in Richmond and Nashville, and that NAEB's officers and Foundation Committee should seek additional funds for 1958 with which to carry out this work on an expanded scale.

We recognized, of course, that other organizations besides NAEB are interested in station activation. Therefore, it was decided that the plans drawn up should be discussed immediately with representatives of the ETRC and the JCET, as well as with other groups in due course. Accordingly, on December 12, a committee of Vice-President-elect McBride, Past President Schooley, and President Paulu went to Ann Arbor to meet with Dr. Harry Newburn, President of the ETRC. On December 20, President Paulu met with JCET Chairman Albert Jorgensen and Executive Director Ralph Steetle in Washington. (Plans for Vice-President Richard Hull to participate in the Washington meeting had to be dropped at the last minute due to travel reservation difficulties.) The officers and Foundation Committee will press on with the mandate of the Board of Directors as rapidly as time (and the interregnum of the holiday season!) permit.

Since no NAEB Newsletter should consist exclusively of a message from the president, I must summarize more briefly some of the other decisions made at these meetings. In both St. Louis and Chicago, much attention was given to liaison between educational broadcasters on the one hand, and educators and educational administrators on the other.

This problem was thoroughly discussed with reference to both local and national situations, inside and outside of NAEB. Consideration also was given to educational broadcasting and the FCC; to public relations problems in general; and to the ever-important problem of longterm financial support for educational broadcasting. Ten major areas of need were identified: programs; professional advancement; services to members; teacher and educational development; technical services; research activities; publicity and public relations; station activation; policy guidance; and financial support.

The various interests involved in educational broadcasting, and the organizations set up to serve them, were identified. Those whose orientation is broadcasting include such groups as the NAEB, the ETRC, and the JCET. Associations of educators and educational institutions range from groups of kindergarten teachers to foreign language specialists, and from public school administrators to universities and land grant college administrators. These groups have worked toward somewhat the same goals in educational broadcasting for years, but it was felt that recent changes in educational needs and developments in broadcasting practices might justify reappraisal of their efforts. Therefore, it was the consensus of the Board that the several groups and interests involved in educational broadcasting should re-evaluate their functions and performance in the context of the total educational broadcasting movement. Such a process might involve not only leaders in education and educational broadcasting,

but advisors from other fields as well.

It would be difficult, of course, to forcast the eventual outcome of such a group self-appraisal. It might bring about a new definition of goals and objectives. It might lead to basic changes, both within and among the organizations involved, in regard to their work in educational broadcasting. In the last analysis, of course, it would not necessarily enhance the role of the NAEB, nor alter its relationship to the work now being done by other groups in the field.

Our purpose in thinking of such a group self-appraisal is to advance the cause of educational broadcasting. As the preamble to the NAEB constitution declares:

> "Believing that radio and television broadcasting are most important factors and influences in the national and international welfare, we, the representatives of educational, cultural and public service institutions, organizations, agencies and associations engaged in educational and cultural broadcasting, do associate ourselves to promote, by united effort and mutual cooperation, the dissemination of knowledge, information, and education to the end that the educational, cultural and technical benefits of broadcasting may be extended to all.

Such objectives, it seems to me, constitute a good guide for NAEB and for all others involved in educational broadcasting, as we enter what we hope will prove to be

A HAPPY NEW YEAR!

RECEIVED
RADIO STATION

JAN 2 8 51 AM 1957

WILL & WIUC
UNIVERSITY OF ILLINOIS

MEMORANDUM

December 31, 1957

To: Harry J. Skornia

cc: Dick Hull, Jack McBride, Bob Coleman, Frank Schooley, Bill Harley, Jim Robertson

From: Burton Paulu

Here is the final copy of my report on the two Board meetings. Feel free to edit it if you think it needs further rephrasing.

This incorporates the several suggestions I got from the people to whom I sent it. It is considerably rewritten as to style, but the basic message is almost exactly as in the original draft.

A Happy New Year--and a good January Newsletter!

BP:ds

PRESIDENT'S COLUMN

I have attended a great many meetings of the NAEB Board of Directors since first becoming an officer of the Association in 1949. By all odds, however, the best of these were the meetings at the St. Louis convention on October 28, 29, and 30, and in Chicago on December 6, 7, and 8.

These sessions were devoted to the basic problems of educational radio and television broadcasting. This fact is important in itself, since it is always easy to lose the "grand design" among the minutiae. But what impressed me even more was the way in which the Board concentrated on the overall problems of educational broadcasting, and never on those of NAEB alone.

At the St. Louis meeting we became very much aware of the recent emergence of new problems in educational broadcasting. We also realized that it would be impossible to discuss these adequately during our short time together: too many routine matters were pressing for action; furthermore, the Convention itself was at hand. Accordingly, we decided to hold a special meeting in Chicago on December 6, 7, and 8.

There the Board of Directors was joined by other NAEB members chosen to make the session widely representative. Added to the group were: the secretary-elect (Haskell Boyter); two members from the permanent finance committee (William Harley and Edward Rosenheim); one member from the committee set up by the ETRC affiliates to represent them to the Center (James Robertson); NAEB's legal counsel (Leonard Marks); and the Executive and Associate Executive Directors of NAEB (Harry J. Skornia and Harold Hill.)

One of the principal items discussed at both meetings was educational television. NAEB was a leader in the battle for the reservation of channels; we helped set up the original Joint Committee on Educational Television (JCET); and we were involved in the early planning for the Educational Television and Radio Center (ETRC).

The subsequent growth of educational television stations, production units, and closed circuit installations, created new problems. Appropriately, some of these are now being referred to us for solution. For example, at our Allerton House Television Management Seminar in August 1957, the NAEB Television Operations and Development Committee recommended that we encourage the activation of new educational television stations. Later the Educational Television Project of the Southern Region Educational Board made a similar request. Proposals to accomplish this were among the major items of business held over from the St. Louis to the Chicago meeting.

One of the principal actions at Chicago, therefore, was the unanimous adoption of a resolution on educational station activation drawn up by a special ad hoc committee (William Harley, chairman; Richard Hull, Leonard Marks, Jack McBride, James Robertson and Robert Schenkkan). Its preamble declared that the reserved television channels might be lost if not activated soon; that the utilization of more channels was necessary if the majority of the nation's population was to be served by educational television; that an increase in the number of stations would improve the resources for program exchange; that "no present efforts toward this end seem to offer an immediate practical solution, or, indeed a long-term one"; and, that there now are a number of communities "ripe" for station activation.

Accordingly, the Board voted to set up a national chairman and eight regional coordinators, who would constitute the new NAEB Television Development Committee. Using funds already in hand, they would provide consultants immediately to those areas requesting them. These experts would be recruited locally to expedite action, and to guarantee familiarity with local conditions. It also was resolved that work should begin at once with present resources, and that NAEB's officers and Foundation Committee should seek additional funds with which to carry out this work on an expanded scale in 1958.

The Board and its advisors recognized, of course, that other organizations besides NAEB are interested in station activation. Therefore, it was decided that these plans should be discussed with representatives of the ETRC and the JCET at once, as well as with groups in due course. Accordingly, on December 12, a committee composed of Vice-President-elect McBride, Past President Schooley, and President Paulu went to Ann Arbor to meet with Dr. Harry Newburn, President of the ETRC. On December 20, President Paulu met with JCET Chairman Albert Jorgensen and Executive Director Ralph Steetle in Washington.

Although it is too early to forecast the eventual outcome of this project, it seems certain that in one way or another NAEB's leadership will stimulate and hasten local-level station work. In any event, the officers and Foundation Committee will press on with the mandate of the Board of Directors as rapidly as possible.

Since no NAEB Newsletter should consist exclusively of a message from the president, I shall summarize more briefly the other actions taken at these meetings. Ten major areas of need in educational radio and television broadcasting were defined: programs; professional advancement of broadcasting personnel; services to educational stations and broadcasters; teacher training and utilization activities; technical services; research activities; publicity and public relations; station activation; long-range policy guidance; and financial support.

In both St. Louis and Chicago, particular attention was given to the ever-present problem of liaison between educational broadcasters on the one hand, and teachers and educational administrators on the other. Special consideration also was given to educational broadcasting and the FCC; to public relations problems; and to the ever-important question of long-term financial support for educational broadcasting.

The various interests involved in educational broadcasting, and the organizations set up to serve them, were identified. Those whose orientation is broadcasting were recognized as including such groups as the NAEB, the ETRC, and the JCET. Groups less directly involved in broadcasting, although still vitally concerned with its results, were seen to be as varied as associations of teachers and organizations of educational institutions. All these groups, it was realized, have worked towards somewhat the same goals for many years; but it was felt that current changes in educational needs, taken together with recent developments in broadcasting itself, might justify a general reappraisal of the educational broadcasting movement.

Therefore, it was the consensus of the Board that the several groups and interests involved in educational broadcasting should re-evaluate their functions and performance in the context of the nation's present educational needs. This process might involve not only the leaders of education and educational broadcasting, but advisors from other fields as well.

What might be the eventual outcome of such a group self-appraisal? This no one can foresee. It might bring about new definitions of goals and objectives. It might lead to basic changes, both within and among these organizations. It would not necessarily enhance the role of the NAEB: our purpose in advocating such a self-appraisal is to advance the cause of educational broadcasting, not merely to change the status of any one organization. As the preamble to our constitution declares:

"Believing that radio and television broadcasting are most important factors and influences in the national and international welfare, we, the representatives of educational, cultural and public service institutions, organizations, agencies and associations engaged in educational and cultural broadcasting, do associate ourselves to promote, by united effort and mutual cooperation, the dissemination of knowledge, information, and education to the end that the educational, cultural and technical benefits of broadcasting may be extended to all."

Such objectives, it seems to me, constitute a good guide for NAEB and all others in educational broadcasting, as we enter what we hope will be

A HAPPY NEW YEAR!

January 2, 1958

Dr. Burton Paulu, President
National Association of Educational Broadcasters
Radio Station KUOM
University of Minnesota
Minneapolis 14, Minnesota

Dear Burton:

Whatever you decide or have decided on Schooley and committees is all right with me. I did have, and do have, one suggestion, which I had intended to mention earlier via Skornia or Hill, but didn't get to it. I had thoughi perhaps someone else could serve as membership chairman--get my name off as chairman. Could still serve. If it is too late, let 'er go.

Sincerely,

Frank E. Schooley

FESfb

cc Skornia
McBride

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

RECEIVED
RADIO STATION
JAN 2 8 57 AM 1957
WILL & WIUC
UNIVERSITY OF ILLINOIS

OFFICE OF THE PRESIDENT
Station KUOM
University of Minnesota
Minneapolis 14, Minnesota

December 30, 1957

Mr. Frank Schooley
Station WILL
University of Illinois
Urbana, Illinois

Dear Frank:

I haven't called you directly about your Committee assignments for this next year, since I assume Harold discussed the matter with you following the meeting he, Harry and I had in Chicago.

However, for the record, let me say that I should be very much pleased if you would serve as Chairman of the Publications and of the Membership Committees in 1958. I also should like to have you as a member of the Advisory Committee to the President of the ETRC and of the Foundations and Finance Committee.

For your information, the other members of the Publications Committee will include: Bender, Broderick, Dunham, Grady, Stasheff, Sulzer and Tracy Tyler.

The other members on the Membership committee will include Broderick, (representing individual members); and the following members from the regions indicated: I Ken Crane; II Ray Hurlbert; III Lee Dreyfus; IV Sheldon Goldstein; V Howard Johnson; VI Pat Green Swenson.

The other members of the Foundation-Finance Committee will be: Hull, chairman; Chadeayne; Miles; Paulu. The Advisory Committee to the ETRC will include: Paulu, chairman; Rosenheim; Hull; Robertson.

Yours sincerely,

Burton Paulu
President

BP:kls
CC: Skornia
Jack McBride

MEMORANDUM

RECEIVED
RADIO STATION

January 7, 1958

To: Participants in Special NAEB Board Meeting, Chicago, December 6, 7 and 8

JAN 9 1958

From: Burton Paulu

WILL & WIUC
UNIVERSITY OF ILLINOIS

Subject: Progress Report on Station Activation Plan

At the conclusion of our Chicago meeting, it was resolved that the President, the Executive Committee, and such other committees as he might appoint should carry out the station activation proposals, first by meeting with Henry Chadeayne in St. Louis, then by calling upon Harry Newburn in Ann Arbor, and finally by meeting with representatives of the JCET in Washington. This memorandum is a brief report on developments to date. I regret that the pressure of other NAEB business, together with the holidays, has interfered with my reporting; it did not, however, delay our proceeding with the assignments of the Board.

1. On Monday morning, December 9th, Jack McBride, Frank Schooley and I met with Henry Chadeayne in St. Louis. We sketched the background of events leading up to resolution of the Board, which we then gave him to read. Chadeayne reacted very favorably to the entire suggestion. He agreed as to the need for the kind of action we outlined, and, when the proposal was first made, indicated willingness to accept appointment as chairman of the Station Activation and Development Committee, subject, however, to the approval of Raymond Wittcoff, the chairman of the St. Louis station Board of Directors.

On Monday afternoon, December 9th, therefore, the NAEB committee and Chadeayne met with Ray Wittcoff. Wittcoff too agreed as to the necessity for such a plan, and said he had no objection to Chadeayne accepting the appointment if he wanted to do so. But Wittcoff went on to say that he believed this task was basically one that should be done under the aegis of the ETRC, not the NAEB, although its development would undoubtedly involve NAEB, as an organization as well as its local station representatives.

This matter was discussed at considerable length, and in a very friendly manner. Nevertheless, Wittcoff held his ground. After this discussion, Chadeayne then decided to withhold his final "yes" until he saw the course of events, mentioning specifically a desire to find out what would be the reactions of the ETRC and the JCET, and also the amount of money which could be obtained (with its consequent indication of the magnitude of the operation).

2. On December 12th, the committee of McBride, Schooley and Paulu called upon Harry Newburn in Ann Arbor. Again the background of the plan was reviewed, and Dr. Newburn was given the text of the proposal. After an hour's rather pleasant discussion, I asked Newburn to review his reactions. If I summarize them correctly, they were somewhat as follows:

a. Newburn pointed out the operational problems involved in any local station activation campaign. Relations with local groups must be good, and the timing right. The NCCET sometimes proceeded incorrectly here, for which reason there was all the more necessity that our plan, if put into effect, should be organized with reference to all local needs and problems.

b. Newburn indicated that he considered such an activity much closer to the area of major interest of JCET than of the ETRC. The problem of cooperation and relationships with the JCET might be difficult to solve; he did not, however, anticipate any problems as far as the ETRC was concerned.

c. Dr. Newburn pointed out that he did not speak officially for his Board of Directors, and he did not think it desirable or necessary to present the matter to the Board. However, it was his feeling that such an activity would not infringe upon the sphere of the Center at all. We told him, of course, of the reactions of Ray Wittcoff (who is a member of the ETRC Board of Directors), but Dr. Newburn nevertheless indicated that he did not consider this a problem.

d. But, in order to avoid misunderstanding, he suggested that there be liaison with the Center as well as with the JCET should such a plan be put into operation.

The entire discussion was very friendly and forthright. It seems unlikely that the Center will offer any particular problem in activating the proposal.

3. A meeting was set up in Washington on December 20 at which Dick Hull and I were to meet with President Albert Jorgensen, chairman of the JCET, and Ralph Steetle, executive director. At the last minute, however, Hull was unable to attend because of reservation problems, with the result that only I met with Jorgensen and Steetle. Because of bad weather and very heavy demands for travel space, President Jorgensen had an extremely tight schedule that day, so that the meeting of the three of us was held during the luncheon period, and had to move somewhat rapidly. Thereafter, however, Steetle and I discussed the matter at some length.

I presented the general background as had been done with Chadeayne and Newburn, and then showed the resolution to Jorgensen and Steetle. Jorgensen's first reaction was to ask that we not make any requests for funds to carry out these plans until the JCET's current request (then before the Fund) had been acted upon. He reminded me that we had pledged ourselves to support the JCET's request for a two year grant, and that, since this undoubtedly involved some questions of jurisdictional areas, it might jeopardize the Joint Council's request if we should go to the Ford Foundation or one of the Funds with our request for this money before the JCET's request had been acted upon. I readily agreed to this. (As a matter of fact, since their grant is for the period beginning January 1, and our Foundations Committee requests for the fiscal year under which we operate--July 1, 1958 - June 30, 1959--will not be made until some ~~months~~ weeks thereafter, theirs is acted upon first anyway.)

Jorgensen then requested me to write him a formal letter transmitting the resolution of the Board which he would then distribute to the members of the JCET, for discussion at the next meeting of the Council (or executive committee, whichever meets first). This I since have done for both him and Newburn.

The situation was not one in which it was possible for the JCET to formally respond to our proposal. In the first place, this secret had been so well kept that the proposal hit Jorgensen and Steetle without, I am sure, any previous knowledge of it on their part; hence, they had no thought-through reaction. In the second place, President Jorgensen, being an experienced university administrator, would naturally refer this to the entire Joint Council before coming up with a reply. When it does come before the Council, I shall be in the unique position of a member of the Council passing upon the proposal, and also the spokesman for the organization which makes it! This may put me in what is known colloquially as "the hot seat!"

Insofar as I was able to guess the reactions of Jorgensen and Steetle, as expressed and implied, I believe this proposal will not meet with their full approval. They suggested that this was an area in which the Joint Council had a great and immediate interest; and, of course, it is. They suggested that the proposal constituted an implied criticism of the way this part of the job has been done. In fact, the resolution expressly indicates this; it says "No present efforts toward this end seem to offer an immediate practical solution, or, indeed, a long-term one."

Where do we go from here? First, I shall formally transmit this proposal to Dr. Newburn for the ETRC, and Dr. Jorgensen (with a carbon to Ralph Steetle) for the JCET.

Second, although we have decided not to formally and publicly appoint the NAEB Station Activation and Development Committee until this matter is further under way, we of the executive committee, in consultation with headquarters, will have to work out some sort of ad hoc procedure to provide action on an interim basis.

Third, when our Foundations Committee meets (which I hope will be within the next couple of weeks) we shall have to formulate a foundation proposal to this end. This, together with the rest of our requests, will then be discussed informally with John Weiss of the Ford Foundation before the proposals are formally made. From this discussion may come certain reactions and ideas which could be fed back into our final and formal request.

* * *

So, there is a report of action to date. Your reactions and suggestions are, of course, welcome now as always.

In this connection, I might say that within a few weeks I hope to hold a meeting in Washington of a small steering committee to set up the high level Washington conference we discussed in Chicago. I discussed the matter at some length with Gertrude Broderick when I was in Washington on December 20th, and a start was made. (Schenkkan has been provided with an ad hoc committee to advise him on the Magnuson Bill, and will probably have dates set up with representatives of Senator Magnuson before you receive this memorandum.)

BP:ds

COPY

Sent for the information of
Frank Schooley

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
14 GREGORY HALL
URBANA, ILLINOIS

Station KUOM
University of Minnesota
Minneapolis 14, Minnesota

January 8, 1958

Mr. Ralph Steetle
Joint Council on Educational Television
1785 Massachusetts Avenue N. W.
Washington 6, D. C.

Dear Ralph:

Thank you very much for talking to me when I was in Washington on December 20th. I am sorry that complications of transportation and weather made it impossible for the three of us to be together for a longer time. Nevertheless, I want you to know that I appreciated the opportunity we did have to discuss this.

Thanks to your suggestion, I did get space on a Northwest Airline plane schedule to leave at 7 p.m. Unfortunately though, the plane didn't take off until 11:30! But I got to bed at home about 5:00 the next morning, none the worse for my experience, so I really can't complain.

With best personal regards,

Yours sincerely,

Burton Paulu
President

BP:kls

COPY

Sent for the information of
Frank Schooley

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
14 GREGORY HALL
URBANA, ILLINOIS

Station KUOM
University of Minnesota
Minneapolis 14, Minnesota

January 8, 1958

Dr. Albert Jorgensen, Chairman
Joint Council on Educational Television
University of Connecticut
Storrs, Connecticut

Dear Dr. Jorgensen:

Thank you very much for taking time during a very busy day to talk with me when I was in Washington on December 20th. I appreciated the attention you gave to our station activation proposal.

I am enclosing a copy of the proposal as I presented it to you during our luncheon conference.

With best personal regards,

Yours sincerely,

Burton Paulu

Burton Paulu
President

BP:kls

COPY

Sent for the information of

Frank Schooley

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
14 GREGORY HALL
URBANA, ILLINOIS

RECEIVED
RADIO STATION

JAN 10 9 10 AM 1957
WILL & WIUC
UNIVERSITY OF ILLINOIS

Station KUOM
University of Minnesota
Minneapolis 14, Minnesota

January 8, 1958

Dr. Harry Newburn
Educational Television and Radio Center
2320 Washtenaw Avenue
Ann Arbor, Michigan

Dear Harry:

Thank you very much for receiving Jack McBride, Frank Schooley and me on December 12th, and discussing our proposal for station activation. Your reactions were very helpful.

I am enclosing a copy of the proposal as we gave it to you then. I shall be in touch with you from time to time as these plans progress.

Yours sincerely,

Burton Paulu
President

BP:kls

MEMORANDUM

RECEIVED
RADIO STATION
JAN 3 8 53 AM 1957
WILL & WIUC
UNIVERSITY OF ILLINOIS

January 29, 1958

To: NAEB Board of Directors
Jack McBride
Haskell Boyter
Robert Coleman
E. A. Hungerford, Jr.
Vernon Bronson
William Harley
Richard A. Vogl
Robert Schenkkan
Edwin Adams
Gertrude Broderick
Frank E. Schooley

cc: Richard Hull
Leonard Marks
James M. Morris
Harry J. Skornia

From: Burton Paulu

Subject: Letter to Chancellor Richards

Item 11 of the St. Louis minutes reads as follows:

"11. KOAC-Corvallis, Oregon. Paulu reported on member radio station KOAC of Corvallis, Oregon. According to word received from representative James Morris, the chancellor of higher education for the state of Oregon has suggested the possibility of selling radio station KOAC and using the proceeds to establish a TV station and the present operating budget for operation of a TV station. No one has made an official protest. Paulu questioned whether NAEB should act as an association of broadcasters and point out the graveness and tragedy of such a step. Bronson moved that, upon the advice and consent of the NAEB member from Corvallis, President Paulu be instructed to write the university chancellor registering concern at such a possible action, etc. Adams seconded and approval was unanimous."

I discussed this matter with Jimmie Morris at St. Louis and he said the time was not ripe for writing to Chancellor Richards. But on January 22 Jim wrote to Harry Skornia that "it will now be appropriate for the NAEB to release the resolution which you told me was passed at the St. Louis meeting. If you want to send it to me I will see that it goes to Chancellor Richards."

Harry pointed out in his reply to Morris (January 28), that we did not pass a resolution, but did authorize me to write to the Chancellor.

A copy of my letter to Richards is attached.

BP:ds

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

COPY

Station KUOM
University of Minnesota
Minneapolis 14, Minnesota

January 31, 1958

Dr. John R. Richards, Chancellor
Oregon State System of Higher Education
University of Oregon
Eugene, Oregon

Dear Chancellor Richards:

We of the National Association of Educational Broadcasters were very surprised to learn that serious consideration is being given to selling Radio Station KOAC in order to support KOAC-TV. Although our Association is much involved in all aspects of educational television, we nevertheless believe that radio should not be curtailed in order to support television.

Radio and television provide quite different services. That is the reason radio remains such an important medium of communication, despite television's dramatic development in recent years. Radio's program pattern, of course, has changed in response to television's competition. But in the educational field, the in-school use of radio continues to grow; none of the major "schools of the air" have been dropped because of television, although they have adapted to television by emphasizing programs of nonvisual nature. For adult listeners, the news, information and musical offerings of educational stations have actually increased in importance, now that so many commercial stations limit themselves to news-on-the-hour and disc jockey programs.

So much has been said about the effect of television on radio, that it is often overlooked that the older medium is currently expanding. There are more radio stations on the air now than ever before; the number of radio receivers is steadily increasing; and commercial radio income has risen over last year's level as advertisers realize the extent and amount of radio listening.

The public hearings which will shortly be held to discuss KOAC's future will undoubtedly bring forth evidence to support the statements made above, so I shall not go into detail here. But we of the National Association of Educational Broadcasters stand ready to provide documentary proof of these contentions if that should be necessary.

KOAC should not be the first of America's major educational radio stations to go off the air because of television!

Yours sincerely,

Burton Paulu

Burton Paulu
President

BP:ds

MEMORANDUM

February 13, 1958

To: NAEB Board of Directors
Jack McBride
Haskell Boyter
Robert Coleman
E. A. Hungerford, Jr.
Vernon Bronson
William Harley
Richard A. Vogl
Robert Schenkkan
Edwin Adams
Gertrude Broderick
Frank E. Schooley

cc: Richard Hull
Leonard Marks
Harry J. Skornia

From: Burton Paulu

Attached is a copy of Chancellor Richards' reply to my letter to him of January 31 about the continued operation of KOAC-AM in Corvallis.

BP

BP:ds

OREGON STATE BOARD OF HIGHER EDUCATION
OFFICE OF THE CHANCELLOR
P.O. Box 5175
EUGENE, OREGON

February 3, 1958

Mr. Burton Paulu, President
Station KUOM
University of Minnesota
Minneapolis 14, Minnesota

Dear Burton:

Thank you for your letter of January 31 in which you support the continuing operation of KOAC-AM at Corvallis.

I do not believe that there is any substantial possibility that KOAC will go off the air. We did think that a serious look was needed at the prospect for placing our educational radio programs on tape for use over commercial stations. The mounting state expenditures in both educational radio and television signal that it is only a part of prudent management that we examine the state of present operations in some detail.

I am confident that Oregon will end up with one of the finest educational radio and television services in the nation.

Best personal regards.

Sincerely,

John R. Richards
Chancellor

JRR:pea
cc: Dr. Glenn Starlin
Dean James W. Sherburne
Dr. James Morris

MEMORANDUM

RECEIVED
RADIO STATION
FEB 28 [illegible] AM 1958
WILL & WIUC
UNIVERSITY OF ILLINOIS

February 26, 1958

TO: NAEB Board of Directors

Jack McBride
Haskell Boyter
Robert Coleman
E. A. Hungerford
Vernon Bronson
William Harley
Richard Vogl
Robert Schenkkan
Edwin Adams
Frank E. Schooley
Gertrude Broderick

cc: Richard Hull
Leonard Marks

FROM: Burton Paulu

Here are progress reports on several of our current activities:

I. Plans for Washington Meeting. When I was in Washington on December 20th to present the outlines of the station activation plan to Ralph Steetle and Albert Jorgensen, I managed to get in a couple of hours with Gertrude Broderick to begin discussion of the big Washington meeting. Since then there have been two meetings in Washington to further review these plans, the first on January 22 and 23, and the second on February 19 and 20. Both of these were attended by Gertrude Broderick, Franklin Dunham, Dick Hull, Harry Skornia, Leonard Marks and me. Another meeting of the same group is scheduled for March 3 and 4.

Although considerable progress has been made, we find that setting up a meeting as elaborate and important as this one involves a great deal of discussion, and that problems tend to become more compounded the longer we discuss them. For this reason final plans have not been laid, and so I ask you to keep this in strict confidence until more things have been determined.

At our January 22-23 session, we set this meeting for April 9, 10, and 11, but at the session of February 19 and 20, we decided to move it back to May 26, 27, and 28. It was the feeling particularly of the U. S. Office of Education that the later date was necessary for all the necessary ground work to be laid. Therefore, the late May date was selected.

Franklin Dunham has discussed this with some of his superiors in the U. S. Office of Education, and it appears almost certain that the Office will officially sponsor this jointly with NAEB. He is now drafting a letter on which I will base a formal request to the Commissioner of Education for the Office to join with us in sponsoring such a meeting. We are virtually certain of his accepting this suggestion.

The basic purposes of the meeting will be to exchange information on current status and trends in educational broadcasting, and to determine directions for future educational broadcasting. The participants will embrace not only such operational agencies as NAEB, ETRC, and JCET, but also such educational groups as the constituants of the Joint Council and other organizations whose primary concern is with the educational rather than the broadcasting process.

To this end, we are thinking of a meeting which would include sessions on the following subjects: general educational orientation; relationships of the communications media to educational problems; status and trends in educational broadcasting; problems and potentials of educational broadcasting (analyzed for elementary, secondary, higher and adult education); and future directions in educational broadcasting.

Let me say again that the plans, as far as we have been able to formulate them, are by no means complete, for which reason I have not attempted to detail them above. However, at our next meeting we hope to go into this at considerably greater length and should have something more complete to report.

We have not completed our thinking about the participants. Obviously, such groups as ETRC and JCET will be included. So would many, if not all, of the major JCET constituents (National Association of State Universities, American Association of Land-Grant Colleges and State Universities, American Council on Education, National Education Association, etc.); various administrative, curricular and content groups; representatives of foundations; some others.

Our problem of building both the agenda and drawing up the list of participants is somewhat that of the chicken and the egg; which comes first? The participants necessarily depend upon the agenda, while the agenda depends on the participants!

On Wednesday afternoon, February 19, Hull, Skornia and Paulu called on Arthur Adams, President of the American Council on Education, and outlined our plans. He seemed much pleased, and pledged the wholehearted support of the American Council. The above three, together with Gertrude Broderick, Franklin Dunham and Leonard Marks, also discussed these with Ralph Steetle. While pledging his support, he was less enthusiastic, and I believe would be happier if the Joint Council were invited as an active sponsor of the meeting. By telephone, on February 21, I informed Harry Newburn of our plans. He did not react to them one way or the other, merely thanking me for the information, and saying he would await further developments.

This is clearly a major enterprise. It could well be the most important educational broadcasting meeting of the year, for which reason its potentials for accomplishment or disaster are considerable! It is for this reason that the committee is giving the matter such great thought, and will meet again in Washington on March 3 and 4 with the hope of then firming up details as to agenda and the participants.

II. Foundation Relations. The Foundation Committee (Richard Hull, chairman; Henry Chadeayne, James Miles, Burton Paulu, Frank Schooley) met in Chicago on January 21 (on a very blizzardy day!) Harry Skornia had prepared a draft of a proposal for the Ford Foundation which was gone over very carefully by the entire committee. On the basis of the committee's reactions, he drew up a revision of it which was presented to and discussed with John Weiss in New York on February 17 and 18 by Dick Hull, Harry Skornia and me.

Weiss gave careful and sympathetic attention to our proposals, but indicated that he wished us to state more fully our concepts as to the basic problems of education which television might help solve, going thereafter to detail the particular projects for which we requested financial support. In other words, Weiss pointed out that we had assumed our major premise.

Harry Skornia now is recasting the application, which will then be resubmitted to Mr. Weiss. This may or may not involve a meeting of one or more of us with Mr. Weiss.

In the overall, Weiss was very sympathetic to our request. He clearly is sold on the extensive use of television in education. But he needs documentation from us to sell his enthusiasm to his foundation associates.

III. Station activation proposals. I've had no further reactions to our activation proposal. As was earlier reported, this was discussed with Henry Chadeayne, who decided to delay passing on the offer of committee chairmanship until more definite plans were evident; with Harry Newburn, who seemed very favorable toward the idea as we advanced it; and with Albert Jorgensen and Ralph Steetle, who weren't very enthusiastic, but didn't comment at any length. At the JCET meeting of January 22, this matter was not on the agenda. I did not bring it up from my side, since I could see nothing to be gained thereby. The foundation request as originally submitted to Weiss included $100,000 a year for this for each of the next five years, but he did not react to any specific items, only commenting in a general way (as reported above), though he undoubtedly will when we submit the final proposal to him soon.

IV. Meeting with ETRC Staff in Ann Arbor on Grants-In-Aid Project and Commissioned Radio Programs. You will recall the correspondence between Robert Hudson of the ETRC and our Grants-In-Aid Committee chairman, Ned Rosenheim. This led to a meeting in Ann Arbor on January 20 attended by Rosenheim, Skornia and Paulu for NAEB, and Ken Christiansen, Robert Hudson, Harry Newburn, and Ray Stanley for the ETRC. There was definite accomplishment. For one thing, Ray Stanley wrote up a seven page summary of things discussed and agreements reached (which was submitted to us for reaction), so that both "sides" will know what was decided. Here is a summary of the high points:

1. Grants-In-Aid. Although originally funds "were handed over to the NAEB for disbursement," it later was "decided to modify the plan because the ETRC is not a grant-making organization and needed to take more direct responsibility for the radio grants program." (All quotations are from Ray Stanley's memorandum.) Thereafter, grants were made by the Center, "after screening of applications and recommendations from the NAEB Grants-In-Aid Committee." The current three-year plan of support (we are now in the second year) "was motivated by the desire of the Center Board to develop a less random, more unified relationship between radio series." This led to the decision to build programs around the theme "American in the Twentieth Century," with an allotment of $100,000 per year for three years. For the current year, the $100,000 allocation has been divided as follows:

$40,000	. . . Grants-in-Aid
2,000	. . . NAEB Administrative costs
6,500	. . . ETRC Administrative costs
2,500	. . . NAEB Current Opportunities Fund
49,000	. . . Available for Commissioned Programs
$100,000	

In the ensuing discussion, we of NAEB asked what had happened to the unexpended balance allocated to radio commissioned programs for 1957 but never used, and if it could later be reassigned to radio programming. Newburn replied that it had reverted to the Center's general budget. "We [the Center] could go to the [Center] Board and ask that this be done, but we are in no position to make such a request since funds were not used last year." (This, of course, is a matter of concern to us of NAEB, since over $50,000 was lost from radio programming in 1957 as a result of the Center's inactivity in regard to the commissioned series. But I doubt that any will go unspent this year, since we now have plans for the $49,000, as reported below.)

The Current Opportunities Fund" was set up so that NAEB Headquarters might have quickly available funds to record and distribute special event programs which could not be foreseen in advance. This money "would be intended primarily to provide for costs involved in recording, engineer and editing charges, plus honoraria to talent, where that was necessary." Administration of the Current Opportunities Fund will be by Harry Skornia, with unexpended funds returned to the Center and a cost-accounting report made.

2. Commissioned Programs. There was much discussion of the commissioned programs, and of NAEB's disappointment at no such programs being set up for the current year, with the result that the money earmarked for such programs reverted to Center general funds.

After a careful review of possible subjects for commissioned programs, it was decided to develop this year's series on the theme of "Education in America." There was discussion of the subject, consultants and production techniques. As to implementing the decision, "The point was made that the Center staff cannot work up multiple competetive proposals, but within the framework of a selected focus, could work with Center consultants in the preparation of alternate methods of creating programs. Such alternatives would be submitted to the Grants-in-Aid Committee for their scrutiny

and advice. After decisions were reached in consultation with that committee, the Center would assume responsibility for implementation of the contracts." Ray Stanley is working this up for the Center, and has been in consultation with Ned Rosenheim, chairman of the NAEB Grants-in-Aid committee. The agreed upon schedule is for the Center Staff to draw up a prospectus by March 1, refer it to our committee for reaction by March 15, with contract implementation by May 1, and the production of a pilot program by June 1.

In my opinion, we are off to a good start with the Center in regard to these radio programs. We had a good, full, frank but yet friendly discussion; we determined the amounts of money to be spent; we selected and started the wheels rolling on commissioned programs (which were a complete fade-out last year) and we have the agreement committed to paper, which fact in itself is an important accomplishment. At least we know who said what to whom!

RECEIVED
RADIO STATION
MAR 3 8 57 AM 1958
WILL & WIUC
UNIVERSITY OF ILLINOIS

MEMORANDUM

February 28, 1958

To: NAEB Board of Directors
Jack McBride
Haskell Boyter
Robert Coleman
E. A. Hungerford
Vernon Bronson
William Harley
Richard Vogl
Robert Schenkkan
Edwin Adams
Frank E. Schooley
Gertrude Broderick

cc: Harry J. Skornia
Leonard Marks

From: Burton Paulu

Subject: NAEB Board meeting in connection with Institute for Education by Radio-Television

The IERT this year will run from Monday morning, May 12, through Wednesday, May 14. Therefore, I should like to call the NAEB Board of Directors into session at 10:00 a. m. Sunday morning, May 11, with meetings to continue that afternoon and evening.

BP:ds

March 1, 1958

Dear Burton:

Your note on individual members received. I have had no reaction from any committee member, except Ray Hurlbert. I have received no reactions of the type to which you refer. It is interesting to note that I. Keith Tyler is not an individual member of NAEB.

First, and I do not consider this defensively, I think NAEB is doing more today for individual members than AERT did in its final years. They get the Journal, and the Newsletter. We have never failed to have proram for them at Columbus and at our convention. In Journal, they'll now get Research Fact Sheets. Generally speaking, but not always, they have opportunities for NAEB scholarships and fellowships.

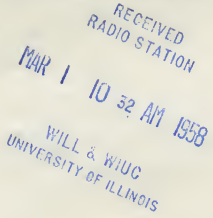
What disturbs me, is that you can't pin down these gneeralized criticisms. What should NAEB be doing that it is not now doing --and can afford to do-- for the individual member.

I agree that we should do for the individual member what we can. What can we? The individual members themselves don't come up with suggestions. I haven't figured out how to get at the problem.

I'll discuss general problem with Gertrude sometime, mail or otherwise.

Regards,

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



OFFICE OF THE PRESIDENT
Station KUOM
University of Minnesota
Minneapolis 14, Minnesota

February 27, 1958

Mr. Frank E. Schooley
Station WILL
University of Illinois
Urbana, Illinois

Dear Frank:

I've been looking over your memos to the Publications and Membership Committees. In regard to the latter, I hear via the grapevine that Keith Tyler is still unhappy over the dissolution of AERT. I also recall a third or fourth hand report to the effect that he thinks that we aren't doing what we should for individual members. Perhaps you may have some reactions!

As the other communications you have or will be receiving from me indicate, we have been putting a lot of work in on foundations, Washington planning, and station activation assignments.

With best personal regards,

Yours sincerely,

Burton Paulu
President

BP:ds

COPY

Sent for the information of

Frank Schooley

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
14 GREGORY HALL
URBANA, ILLINOIS

Station KUOM
University of Minnesota
Minneapolis 14, Minnesota

March 27, 1958

Mr. Richard B. Hull
Station WOSU
The Ohio State University
Columbus 10, Ohio

Dear Dick:

Thank you for the carbon of your March 20 letter to Frank Schooley. Here, you'll recall, you commented on the letter from the publisher of the Film AV News. You also reported that Graydon Ausmus told you "that our friend John S. at Minnesota finally admitted that with one exception, he had never asked for any services from NAEB, yet he was protesting against their absence." You then go on to point out that the very people who benefit from some of our meetings seem not able to recognize that they are NAEB meetings.

In regard to the letter from Mr. Keegan, he probably is very honest in what he says. Isn't it true that practically all of us are quite uninformed about a large share of the work that takes place in our own areas? I am forever being tripped up on something about educational broadcasting which I ought to know and don't; the number of things I don't know about the rest of the world--even that part of it which impinges upon my field--constantly embarrasses me! Mr. Keegan, together with a couple of million other guys, probably shares my faults in this respect!

I think John Schwarzwalder's problem is partly one of believing what he wants to believe. I drew up a draft of a letter to send to him commenting on his letter of January 14 in which he said that "KTCA-TV will not continue membership in NAEB until they were satisfied that NAEB was doing all in its power to further the ETV movement."

My reply was a documentation of the things that we had done for educational television. However, I was in doubt about whether it would really help things, or just start another round of letter writing. I showed the draft to Harry, and he confirmed my doubts, so I decided not to send it.

However, in the course of reporting on the many things that NAEB had done for educational television, I pointed out (in the draft) that a number of University of Minnesota employees had gone to NAEB workshops and seminars and were now contributing to

the programs the University broadcast over KTCA; that Holmberg and perhaps some others of his employees had gone to NAEB meetings at various times; and that, in the summer of 1957, the University presented a workshop for the sole purpose of training volunteer leaders in educational broadcasting for KTCA-TV which was supported by a special NAEB grant of $875! Yet the annual dues for Channel 2 to NAEB would be only $150 a year!

Summing this up, I think that some of these people just don't want to believe, and that no matter how hard we try to pin them down, they will not admit the services which our association gives them. Like you, I sometimes feel discouraged over this.

What can we do about it? Well, we can continue to do good work, we can bring it to the attention of as many people as possible, and then we must philosophically hope that we will be rewarded in the next world for what we don't get in this!

With best personal regards,

Yours sincerely,

Burton Paulu
President

BP:ds

cc: Harry Skornia
Frank Schooley

April 12, 1958

Dear Burton:

Why do your letters always arrive so I have to answer them on Saturday mornings? Only kidding.

Re: JCET memo.

Your or someone has underlined/sentence on page 3. I think the primary functions of JCE T should not be changed. What I believe the sentence should say (and may have actually meant to say) is that JCET's major efforts at this time should be in this direction. In any event, I do not believe primary function or functions of JCET should be changed. If a major effort is to be made in direction indicated by memo, this is an ffort that still falls under primary purpose.

Over-all, I see this danger, or raise the question of danger. If such action or actions are taken by JCET, would this not throw open the door for wide-open modification of the Sixth Report and Order? This seems to me a dangerous thing. This seems to open door for other parties to join in at the time of JCET requested hearing and give the commercial boys (those same boys who were caught sleep at the switch on origianl JCET efforts, hearings and subsequent FCC actions on ETV reservations). I doubt if this is worth the risk.

I am aware that Sixth Report and Order is being dissemated by individual actions. An open invitation to toss it out is dangerous, seems to me.

On other hand, I think JCET might proceed with the purpose, and not open wide the doors. For example, seek first and foremost to help in Detroit and Rochester areas. I agree that ETV is needed in more and larger metropolitan areas.

In other words, I think it is a matter of procedure and tactics. The goal of ETV for NYC, for example, is good for JCET and others to have. What have the NY interest done? Not fought for ETV what chances were best. So we have the WOR episode. Maybe it could not have been otherwise.

Don't know that I've been helpful, but these are my comments at this hour.

Regards,

fes

MEMORANDUM

April 9, 1958

To: NAEB Executive Committee
Jack McBride, Vice President
Haskell Boyter, Secretary
Robert Coleman, Treasurer
Richard B. Hull (NAEB alternate member on JCET)
Frank E. Schooley (former NAEB representative on JCET)
Harry Skornia (NAEB Executive Director)

From: Burton Paulu

Here for your information is a memorandum recently received from Ralph Steetle. (The exerpts from the testimony by Coombs and Weiss are not included herewith.)

I'd appreciate your reactions, so that I may have the benefit of your advice in discussing this at the next JCET meeting, April 30, 1958.

BP:ds

JOINT COUNCIL ON EDUCATIONAL TELEVISION
1785 Massachusetts Avenue, N.W.
Washington 6, D. C.

March 28, 1958

TO: JCET COMMITTEE MEMBERS

FROM: Ralph Steetle

1. The attached memorandum, drafted by Telford Taylor with the assistance of Seymour Krieger and members of the staff of the JCET, is submitted for your confidential study in advance of the meeting of the Council scheduled for 9:30 a.m., April 30, 1958. Consideration of long-range approaches such as represented in this memo will occupy the major portion of the agenda.

2. You will be pleased to learn that on this date the Ford Foundation has informed us that it has "...approved a grant of $200,000 to the American Council on Education for general support of the activities of the Joint Council on Educational Television until December 31, 1959."

3. During the hearings on the nomination of John S. Cross to the FCC he was asked how he stood on educational television and replied: "I am as strong as horseradish for it."

4. Excerpts from testimony by Philip H. Coombs and John K. Weiss on Title Ten of the Hill/Elliot Education Bill are attached.

Ralph Steetle

Ralph Steetle

CONFIDENTIAL

March 28, 1958

STAFF MEMORANDUM ON ETV CHANNEL ALLOCATIONS

TO: JCET Committee Members

FROM: Ralph Steetle

During the course of its existence, the JCET's primary function has always been to secure and protect the educational reservations by (a) encouraging and assisting the establishment of educational stations to take up the reservations, and (b) opposing any moves before the Federal Communications Commission to abolish, diminish or limit the reservations.

Beyond this major function, the JCET has engaged in a variety of other important activities such as participation in the work of the Television Allocations Study Organization and the Joint Industry-Government Tall Structures Committee. It has represented educational television in matters of national significance before the FCC such as the proceedings relating to microwave, satellites and boosters. It has also provided a consultation and reporting service to educators and laymen throughout the country. Such activities are deemed necessary in order to strengthen the existing ETV service and to provide the climate for its growth. This memorandum is directed to a consideration of continued ETV development.

The VHF reservations in the principal cities have been or soon will be put to use. Some vulnerable VHF channels remain, such as in Savannah and Little Rock. In addition, some of the VHF reservations in western cities may be increasingly vulnerable, because of the growth of commercial TV in those areas, including the use of low cost satellite stations. A good deal remains to be done, therefore, in protecting the second or third level reservations that have now gained a value (and thus a vulnerability) beyond expectation.

The slow growth of UHF has made the reserved UHF channels much less vulnerable. It should be noted, however, that since the low UHF channels are much more desirable than high UHF channels, a number of requests have been filed--and some granted--to replace low UHF reserved channels with higher UHF commercial channels.

The protection of the VHF and UHF reservations will be important for several more years. The volume of this activity and its relative importance in the development of ETV should diminish, although it is difficult to predict accurately the amount of such activity which may be created by problems such as those mentioned above.

Centering the JCET activities around the existing reservations was logical enough, when the preservation of the reservations was

more important than anything else. But now the JCET must fulfill its responsibilities by coming to grips with the emerging major problems of a strong national ETV service.

In terms of ETV coverage, the main problem is one that has been with us from the beginning--i.e., the lack of VHF reservations in a number of large cities where all the VHF channels had been pre-empted for commercial use. As a result, ETV is developing an unbalanced pattern of national coverage. There are now educational VHF stations in small cities such as Corvallis, Monroe and Munford. But there are no educational stations at all in New York, Los Angeles, Baltimore, Washington and Cleveland. In other major cities where there is an educational UHF station--Philadelphia, Columbus, Cincinnati, Detroit, Atlanta and Madison--the emphasis is placed on school broadcasting, and conversion of receivers in the hands of the general public has been discouragingly slow.

It follows from all this that the JCET's primary purpose now should be to obtain and improve ETV coverage in these major cities where the coverage is presently non-existent or seriously limited by the UHF factor. The present prospects of UHF are such that the JCET should now undertake to obtain VHF educational facilities in all these cities, and eventually in others such as Kansas City and Richmond where the same problems exist.

Although this course of action is in large part dictated by the slow development of UHF, by no means should the JCET abandon its support of UHF television as the only presently visible source of additional channels necessary for an adequate national TV system. Indeed, ETV has given strong support to and shown its faith in UHF by the construction and operation of UHF stations in such cities as Cincinnati, Columbus, Detroit, Philadelphia, Atlanta and Madison, despite the discouraging prospects in terms of UHF conversion. Furthermore, ETV is now turning to UHF for additional educational service in Pittsburgh, and the same may soon be true in several other cities such as Oklahoma City where a single ETV facility is proving insufficient to meet the variety of needs that have developed. It is entirely probable that the utilization of the UHF reservations in New York and Los Angeles, and perhaps elsewhere, is dependent upon the prior establishment of a VHF educational facility.

But what is now most needed for a sound national ETV structure is a program of action that will provide VHF coverage in the large cities already mentioned. The JCET will not be alone in moving in this direction. Already the initiative has been taken locally in New York, Detroit, Rochester and East Lansing. But the possibilities open in these cities are not available in most of the other "white areas".

The program to meet this problem must be flexible and imaginative, and it is very unlikely that the techniques that are promising in one city will work in many of the others. In New York, for example, probably the only sound solution is the acquisition of one or more of the VHF channels now utilized commercially. There is simply no excuse for an allocation system that provides for 7 VHF commercial stations and no noncommercial station in New York City. Furthermore, New York is a focal point in terms of program origination, and has an immense diversity of needs and opportunities for ETV; temporary part time arrangements are bound to be inadequate and unsatisfactory.

However, in cities such as Philadelphia, Baltimore, Cleveland and Washington, that have only 3 or 4 VHF commercial stations, it may well be impossible to acquire the sole use of a VHF channel for a noncommercial station. If so, the only solution may be to seek time-sharing arrangements on the VHF channels now being utilized commercially. This will be a complicated and difficult matter to work out, but there seems to be no other solution until such time as UHF achieves substantial equality with VHF in terms of coverage.

There appear to be four alternative methods for the procurement of VHF facilities in these cities, as follows:

1. Outright purchase of an existing VHF commercial station. This is bound to be exceedingly and perhaps prohibitorily expensive. This could probably be accomplished only in New York or Los Angeles, where there are 7 VHF stations.

2. Transfer of an existing commercial VHF channel to educational use through rule-making proceedings before the FCC. The difficulties of this course of action are obvious because of the inevitable direct conflict with existing interests.

3. The addition of VHF channels by way of relocation or "drop-in" as in Detroit and Rochester. This is by far the simplest method, but such opportunities are bound to be infrequent.

4. Time-sharing arrangements on existing VHF channels that are presently utilized commercially. This would require FCC action modifying licenses of commercial stations so as to make available time on the channels for part time educational licensees.

Under these circumstances, it is our recommendation that the JCET should now seek a general investigative proceeding before the FCC under Section 1.10 of the Commission's Rules. This rule provides that:

> Section 1.10 Proceedings before the Commission. The Commission may on its own motion or petition of any interested party hold such proceedings as it may deem necessary from time to time in connection with the investigation of any matter which it has power to investigate under the law, or for the purpose of obtaining information necessary or helpful in the determination of its policies, the carrying out of its duties, or the formulation or amendment of its rules and regulations. For such purpose it may subpena witnesses and require the production of evidence. Procedures to be followed by the Commission shall, unless specifically prescribed in this part, be such as in the opinion of the Commission will best serve the purposes of such proceeding.

This type of proceeding is sufficiently flexible so that all the various alternatives could be explored, and the JCET would have the opportunity to make a general showing of need and achievement.

However, it is our further recommendation that the proceeding should not be limited to a general investigation under Rule 1.10. Rather, it should be coupled with a petition for rule-making under Section 1.202 which describes the procedure to be followed in requests for changes in rules. Our petition for rule-making should request amendment of the rules embodying the TV channel allocations, so as to put an asterisk (signifying an educational reservation) on relocated Channel 12 which can be made available for ETV in either Detroit or Cleveland, and another asterisk on Channel 13 which will become available in Rochester. The petition should also request that the FCC adopt a new rule, under which any new VHF channel assignment would be reserved for educational use, unless coverage is already being provided by an existing VHF educational station or there is a VHF reservation.

It is our belief that the Commission would entertain such a proceeding and give serious consideration to the problems discussed in this memorandum. If the Commission does not take favorable action, other and more drastic procedures are available. It is possible, for example, to challenge the license renewal

applications of existing commercial stations, in order to secure partial or total use of the channel for noncommercial educational purposes. Such a request cannot be denied without a hearing. However, it would be our hope that substantial progress can be made toward solutions of these problems, without recourse to renewal proceedings, which would inevitably be controversial and bitterly contested, time consuming and expensive. And furthermore, it should be noted that to challenge the renewal of an existing commercial station would require the applicant to show not only that it had the necessary legal and technical qualifications, but also had on hand all of the funds needed to construct and operate the proposed station.

It is our recommendation that this program should be launched and publicized in as temperate and non-controversial a manner as possible. At the same time, it would be unrealistic for the JCET to embark on this course of action without full awareness that it will be strongly opposed by many commercial and other interests and that with the best will in the world we are likely to have quite a struggle on our hands before these issues are resolved. But matters have now reached a point where the further development of ETV on a sound basis is dependent on some such program of expansion as it outlined herein. The demonstrated role of TV in helping to meet the growing problems of education in today's society demands that barriers to ETV's fu further development must be removed.

April 12, 1958

Dear Burton: Re. NAEB Board meeting, Columbus.

I shall be there.

I suggest agenda item on NAEB JOURNAL and perhaps one on NAEB membership. Neither should take much time or action. I'll try to have report ready, and if any actions necessary, specific recommendations for action.

Regards,

fes

MEMORANDUM

April 9, 1958

To: Members of NAEB Board of Directors
Jack McBride
Haskell Boyter
Robert Coleman
E. A. Hungerford
Vernon Bronson
William Harley
Richard Vogl
Robert Schenkkan
Edwin Adams
Frank E. Schooley
Gertrude Broderick
Harry J. Skornia

From: Burton Paulu

As you already know, the Board meeting in connection with the ERT will be at 10:00 a.m. Sunday morning, May 11, with meetings to continue that afternoon and evening.

This is a reminder of the date of the meeting, and also an invitation to make suggestions for the agenda. Please send these items to me as soon as possible.

BP:ds

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

RECEIVED
RADIO STATION
APR 17 2 25 PM 1958
WILL & WILO
UNIVERSITY OF ILLINOIS

OFFICE OF THE PRESIDENT

Station KUOM
University of Minnesota
Minneapolis 14, Minnesota

April 16, 1958

Mr. Frank E. Schooley
Station WILL
University of Illinois
Urbana, Illinois

Dear Frank:

Thank you for your comment on the JCET memo by Telford Taylor. I shall reread it carefully before going to the JCET meeting on April 30 so that I can bring up the points you mention.

Yours sincerely,

Burton

Burton Paulu
President

BP:ds

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

TO: NAEB Board

CONFIDENTIAL
No "leaks", please!

FROM: H. J. Skornia

DATE: April 18, 1958

Mr. Jacobson has $500.00 for us, as our first "industrial associate" as I think we might well call them. With this first one I trust and hope we can get more. As discussed with Schooley, we might well establish "Sustaining Members" at $100.00 per year (can be individuals), and "Industrial Associates" at $500.00 - $1,000.00. With this as a lever, we might get a considerable number.

His suggestion was that we might get more such funds and contributors if we set it up as a "John Weiss Fund" or something. The attached is my reply after thinking it over a few minutes. I need your reaction, though -- specifically on the "Weiss Fund" part.

I assume you'll all go along with his making a "surprise" presentation to Burton at the luncheon on May 12!

I imagine it would be better if the element of surprise were preserved; no?

Regards,

H. J. Skornia
Executive Director

HJS:jg

April 18, 1958

Mr. Philip A. Jacobson
Manager, Instructional Television
Motorola
4501 Augusta Boulevard (W)
Chicago 51, Illinois

Dear Phil:

The more I think of a John Weiss Fund, the more I think it would require clearance with Ford, or the Fund for the Advancement, and his widow. Their questions would be legitimate:

- Why should the NAEB (instead of Ford or someone else) pre-empt his name, or capitalize on it?

- What use would we make of funds contributed in his name? (If funds were used for scholarships etc. there would be no problem. But we need to have such funds available as needed --- with no limitations on use. Nearly everything else we now have is specifically earmarked. That's our weakness at present.)

- The gift (which we hope will become an annual industrial associate contribution) could be given by you "in memory" or honor of John Weiss -- of course, and announced as such.

These are my own thoughts only. I'll feel out the Board still. By May 11 (the date of our meeting) we'll be able to say -- but I'd be surprised if the Board felt much differently.

We are definitely announcing that you will be making a surprise presentation (to President Burton Paulu) at the noon luncheon on behalf of Motorola. If this isn't okay, let us know post-haste, for

this flyer is scheduled for mailing Monday or Tuesday.

Our most grateful appreciation and good wishes.

Sincerely,

Harry J. Skornia
Executive Director

HJS:jg
blcc: NAEB Board Members

April 15, 1958

To: Barton Paulu

From: Harry J. Skornia

Dear Burt:

Reacting to the JCET document:

Looks like a pretty good and thoughtful statement. The unbalanced situation is well outlined. JCET's concentration on getting stations on in metropolitan areas would be most helpful.

I would think a little more optimism might be justified for UHF, even where prior ETV VHF doesn't exist.

An effort to get additional (or reallocation to provide for) VHF for education should be pushed --- even if chances for it now look remote. If the nation really awakens to education's needs and importance, as compared to those of commerce, more may be possible than we think, including heavy reallocations. I doubt if commerce would oppose too flagrantly if the case were properly put. The situation in New York is disgraceful.

Time-sharing, as anything except an expedient, wholly unsatisfactory as a long-term solution --- should not, in my opinion become too widespread.

I recommend that the JCET initiate the review mentioned, requesting the amendments suggested --- or more.

Regards,

Harry J. Skornia
Executive Director

HJS/dfc
CC: Jack McBride
Robert Coleman
Rashall Boyter
Richard B. Hull
Frank E. Schooley

RECEIVED
RADIO STATION

MAY 21 1958

WILL & WIUC
UNIVERSITY OF ILLINOIS

MEMORANDUM

May 19, 1958

To: NAEB Board of Directors
Jack McBride
Haskell Boyter
Robert Coleman
E. A. Hungerford, Jr.
Vernon Bronson
William Harley
Richard A. Vogl
Robert Schenkkan
Edwin Adams
Gertrude Broderick
Frank E. Schooley

From: Burton Paulu

For your information only. I do not intend to answer this letter. To do so would do no good; but I think you should be aware of its contents, nevertheless.

BP:ds

KTCA-TV
Twin City Area Educational Television Corporation
Channel 2
Minneapolis-St. Paul
Minnesota

April 14, 1958

Mr. [illegible] McBride
KUON-TV
University of Nebraska
Lincoln, Nebraska

Dear Jack:

Your letter of April 7th "invites" me to send you "as long a letter as you wish describing NAEB's every fault." You further write me to be "as frank and forthright as you know I can be." In spite of a very heavy work-load this is the kind of invitation I find it most difficult to resist. As you know I consider the faults of the NAEB to be many and very great. I may summarize them as follows:

a. The NAEB is attempting to be all things to all men. It attempts to be

1. A professional organization for broadcasters

2. A do-gooder organization for people with some interest in broadcasting

3. A tape network for radio

4. A co-ordinator with God only knows how many other organizations

5. A publicity and promotion agency for at least a half dozen separate things

6. A promoter of international good will

7. A subsidizer of programming

8. A subsidizer and collector of research

9. A representative of educational broadcasting to the Federal Government

10. At least 50 more things I won't take time to list.

C
P
Y

b. No merely human organization can do all the above things well and the NAEB, to my knowledge, has not received any Divine Sanction. In fact.....

c. The NAEB appears to feel that there is no conflict between the interests of its radio and its TV members. This is nonsense. Each new ETV station diminishes the importance and influence of every educational radio station within its range. Naturally this is resented. By the same token each dollar spent by a community on educational radio diminishes the potential income of an ETV station This conflict is of long standing and will become more, rather than less, bitter in the future.

d. The NAEB vote structure is such that radio can easily outvote television whenever a conflict arises.

e. The NAEB is geographically loaded in favor of the Middle West. This is also the area of greatest activity in radio. This and d (above) mean that Mid-West radio operators can always dominate an NAEB vote. When c (above) is considered it means that ETV has no real chance to promote its interests in the NAEB except by sufferance. It has no right to elect an officer or board member, or pass on matters affecting ETV. What has been done by the NAEB to help ETV has been done through the charity of the radio members. In my opinion this is a hell of a way to run a railroad.

f. Ever since I have known NAEB it has insisted on playing politics with foundations and others to the detriment of aomplementary organizations. One would sometimes suspect from NAEB actions that the chief enemy of the United States was neither imperial communism nor apathetic ignorance but rather the JCET. This is both childish and dangerous.

g. NAEB action tends to be slow, cumbersome and frequently ineffective. Its personnel bear some responsibility for this but its organizational structure is chiefly to blame.

h. A good public relations program for the numerous (and amorphous) functions listed in a (above) is impossible to execute. Hence the PR side of NAEB has been ridiculous.

i. NAEB does not provide any real help toward the activation of new ETV stations.

j. NAEB does not provide any real help for functioning ETV stations.

k. There are a lot more things wrong with NAEB but this is a start (although a very small start at that).

May I now propose some remedies for these grievous faults.

a. Create two separate but equal organizations which might share certain functions in the interest of economy but which cannot block each other's projects. I doubt this can be done within

the NAEB but I would be willing to see it tried experimentally.

b. Let the ETV organization take ETV station activation, financial support, public relations and research as its prime functions.

c. Create a third organization or branch for the drones which could pass resolutions, listen to exhortations, give scrolls to worthy elders, conduct long-winded seminars, write long editorials and short articles and generally make its members feel important and useful. This organization could also conduct a yearly amateur theatrical for its own amusement.

All of this gives you some idea of my thoughts on the NAEB and what should be done. I hope it will be useful to you.

Sincerely,

/s/
John C. Schwarzwalder
General Manager

copied KUON-TV
5-5-58 (et)

RECEIVED
RADIO STATION

MAY 27 8 54 AM 1958

WILL & WIUC
UNIVERSITY OF ILLINOIS

MEMORANDUM

May 23, 1958

To: NAEB Board of Directors
Jack McBride
Haskell Boyter
Robert Coleman
E. A. Hungerford, Jr.
Vernon Bronson
William Harley
Richard A. Vogl
Robert Schenkkan
Edwin Adams
Frank E. Schooley
Gertrude Broderick

From: Burton Paulu

Upon returning today I learned that on Saturday, May 16, John Schwarzwalder had a heart attack, and is confined to the hospital. I have no further details on his condition, except that he is in a "no visitors" status. He is not expected to return to work until September at the earliest.

I have sent him the attached note.

BP:ds

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

OFFICE OF THE PRESIDENT

Station KUOM
University of Minnesota
Minneapolis 14, Minnesota

May 23, 1958

Dr. John C. Schwarzwalder
The Charles Miller Hospital
125 College Avenue West
St. Paul, Minnesota

Dear John:

Upon returning to the office today after several days' absence, I was sorry to learn that you were confined to the hospital.

If there is anything I can do, be sure to call on me.

Take good care of yourself! Best wishes for a pleasant convalescence.

Yours sincerely,

Burton

Burton Paulu
President

BP:ds

MEMORANDUM

RECEIVED RADIO STATION JUN 9 8 39 AM 1958 WIUC UNIVERSITY OF ILLINOIS

June 6, 1958

To: Members, NAEB Board of Directors
Jack McBride
Haskell Boyter
Robert Coleman
E. A. Hungerford, Jr.
Vernon Bronson
William Harley
Richard A. Vogl
Robert Schenkkan
Edwin Adams
Gertrude Broderick
Frank E. Schooley

cc: Leonard Marks
Harry J. Skornia

From: Burton Paulu

B.P.

Subject: (1) The Washington Meeting--Wonderful!
(2) Foundation News--Discouraging!
(3) The Magnuson Bill--Passed.
(4) Board of Directors Meeting Plans--Undecided.

(1) The Washington Meeting

It was a significant meeting! We of NAEB can take pride in having initiated it.

Being mailed under separate cover (to those of you who were not there) is some material which describes what went on, such as the program, a list of participants, and copies of several of the principal speeches.

The quality of the talks was up to the very best I have heard anywhere at a conference, convention or institute. We got off to an excellent start Monday morning with fine statements by Novice G. Fawcett, President of Ohio State University, and William G. Carr, executive secretary of the NEA. Marshall McLuhan of Toronto University threw us a couple of fast curves with his distinctions between ideas expressed in print and through the electronic media. Whether or not one agreed with his point, though, the overall effect was highly stimulating. Monday afternoon's reports provided important information on the status of television, films, research, and radio.

Tuesday morning maintained the high standards of the previous day. Those of you who have heard Leonard Marks in action need only be told that he was up to his usual level of performance. David Stewart gave a good summary of the status of reservations, after which Edgar Dale provided a superb review of the general problem of introducing mass media from the year 4000 B.C. to date, while Wanda Mitchell gave us the teacher's point of view. The Tuesday afternoon sessions followed through logically from this one.

Wednesday morning's committee reports were on a surprisingly high level (I say "surprisingly" because I don't think committee reports always are of high level!), after which Bob Anderson gave a stimulating interpretation of the two previous days. Some people took exception to his conclusions as being his interpretations rather than those which necessarily would follow from what had been said during the previous two days, but they too had their "day in court," and, I think, were satisfied. Bob, incidentally, emphasized --and this apparently was entirely his own idea--the importance of the NAEB, ETRC and JCET getting together to make plans cooperatively rather than competitively.

The wind-up by John Ivey of New York University was superb; he gave us one of the best overviews of broadcasting against a background of education I have yet heard. He pointed out the desirability of some sort of national ETV network on the order of that being planned for the South by the SREB. Whether or not one goes along with this, there can be no doubt that he provided an excellent wind-up.

As an added feature, Franklin Dunham arranged a tour of the excellent closed-circuit television facilities at the Walter Reed Army Medical Center in Washington. This color closed-circuit installation is certainly among the best of its type in the world, and was well worth seeing.

Press coverage of the conference was good. We made the New York Times twice (copies are enclosed for your information).

I think this meeting achieved its main objectives, among which I would include the following:

To outline America's basic educational problems. To review the status of educational broadcasting today. To bring together people of different backgrounds to get acquainted and to exchange ideas. To point the way for future developments in educational broadcasting. To advance the status and prestige of NAEB.

Immediately after the Wednesday morning session, the NAEB executive committee, together with the other NAEBers present, met to ask, "Where do we go from here?" We agreed that this was not the kind of meeting which could write a call to action or pass formal resolutions. In fact, the U. S. Office of Education expressly forbade any such resolutions if they were to sponsor the affair. However, certain conclusions stated or implied by many of the speakers agree with NAEB objectives. Dick Hull has accepted the assignment of writing these up, and is now at work. When I receive copies, I will send them to you.

(2) Foundation News

When Messrs. Chadeayne, Hull, Skornia and I left Lester Nelson's office in New York on May 21, we felt very encouraged. But we shouldn't have been!

On May 28, Mr. Nelson wrote to Dick Hull to reply for both the Fund for the Advancement of Education and the Ford Foundation. After reminding us that he had made no promises during our meeting of May 21, he then said that it would be impossible for either Fund or Foundation to support the project we had presented to them.

Why this flat and complete turndown for our big proposal? All four of us were optimistic after our talk with Mr. Nelson. However, for the record I should report that he did indeed tell us that he did not have the authority to commit either Fund or Foundation. Furthermore, he did not say anything which specifically declared his approval, although we felt (perhaps wishfully!) that his line of questioning implied approval. But he warned us: the decision would depend not only upon the merits of our case, but also upon the general earning status of the Ford Motor Company, as well as on the overall policies of the Fund and Foundation in regard to broadcasting.

What do we do now? Dick, as Foundation Committee chairman, is exploring the possibility of a grant for a smaller project. While the action of the Fund and Foundation appears to be final on our big proposal, the door may still be open for a terminal grant providing for a gradual tapering down of our present Ford-supported activities.

As things develop, I'll keep you informed.

(3) The Magnuson Bill

The Senate passed the Magnuson Bill on May 29. The final text of the bill, together with the discussion which preceded its passage, may be found in the Congressional Record, Senate, for May 29, pp. 8779-8782. Congratulations to our committee (headed by Bob Schenkkan) for its good work! We are already in touch with Lenny Marks about the bill's future in the House.

(4) Board of Directors Meeting Plans

It was the unanimous feeling of the executive committee after the Washington meeting that its results taken alone do not require a meeting of the Board of Directors. At some past general meetings, informal off-the-record conferences among the representatives of the major groups present have lead to long-range plans. In this case, though, the representatives of the JCET, the ETRC and the founcations were not of policy forming level. However, the statement of conclusions which Dick Hull is now formulating may provide us with guidance for future NAEB activities. But it was our feeling that nothing growing out of this conference would justify the trouble and the expense of an immediate Board meeting.

As to a meeting to discuss Foundation relations, it is too early to tell if such a session is required. This will depend on what develops as a result of Dick's further negotiations with the Ford and Fund people.

In setting the time for the next Board meeting, there is also the question of our personal availability during the summer. I, for example, am leaving on June 14 to drive to California, and shall spend the period from June 23 through August 1 teaching at the University of Southern California. I shall leave Los Angeles on August 2, and expect to return to the office in Minneapolis on August 11. In view of the distances involved, and of my five-day-a-week class schedule (compared to the central location of Minneapolis and the relative schedule freedom of a department head with administrative duties but no class assignments), it is unlikely that I could attend any meetings of the Board of Directors from now until about the third week in August. This, of course, is not to say that no meetings can be held without me--the vice president can preside in my absence, and I am sure would do a very good job. My point is only that some of you too may have summer conflicts.

Anyway, we can better settle our meeting plans after a further report from our Foundation Committee chairman.

BP:ds

Enc.: Newspaper articles on Washington meeting

P. S. John Schwarzwalder is making a satisfactory recovery from his heart attack. I met his wife a couple of days ago, and found her in good spirits over the outlook. He will be leaving the hospital soon, after which he will spend at least several weeks convalescing at home before returning to the office.

MEMORANDUM

June 12, 1958

To: NAEB Board of Directors
Jack McBride
Haskell Boyter
Robert Coleman
E. A. Hungerford
Vernon Bronson
William Harley
Richard A. Vogl
Robert Schenkkan
Edwin Adams
Gertrude Broderick
Frank E. Schooley
Harry J. Skornia
Harold Hill
Cecil Bidlack
Leonard Marks

From: Burton Paulu

Most of you know of my longstanding interest in foreign and international broadcasting. My graduate work at the University of Minnesota was mainly in international relations. During the early years of World War II, I began to follow news reports from Britain, Germany and Italy on my short wave radio. A year-and-a-half overseas with the radio section of the Office of War Information in 1944 and 1945 introduced me first-hand to European broadcasting, both domestic and international, and later led to the decision to write my doctoral dissertation about the Voice of America. Then came my Fulbright year in London (1953-1954), during which I gathered data for the book on British broadcasting which some of you have seen. (Incidentally, I finished reading page proof on it the very week I was elected NAEB president in Atlanta!)

Ever since the book was published, I have wanted to go back to England to make a study of the effects of competition on British broadcasting, as well as to look again at radio and television on the European continent. Unquestionably, the United Kingdom now provides a wonderful laboratory in which to see just what happens when a noncommercial benevolent monopoly like the BBC is joined by an aggressive, commercially-supported private television system like the ITA. The outcome of such a contest is of interest to us in this country, too, since we ascribe so many of the strengths and weaknesses of our broadcasting system to its competitive commercial status. We say that our programs are made "good" by competition, and that they can be good because our commercial system provides the funds for the best talent. Others complain that competition forces down program standards, and that ratings rather than intrinsic merit determine program format.

The Fund for the Advancement of Education informed me on June 9 that they are providing me with a travel grant so that I can spend the year from September 1958 to August 1959 in the United Kingdom and on the Continent continuing my research into European broadcasting. I learned today that the University of Minnesota will give me a sabbatical leave, thus enabling me to accept the grant from the Fund. Accordingly, my family and I will go abroad in September.

All this, unfortunately, will require me to resign from the presidency of NAEB. I leave Saturday, June 14, for Los Angeles, to spend six weeks teaching at the University of Southern California. We should return here about August 10. Then, after three or four hectic weeks, we shall set out for London. Adding the European trip, on very short notice, to a summer in California, puts my family and me on a schedule that is positively cruel, and which will leave insufficient time for anything like adequate attention to the affairs of NAEB. Therefore, in fairness to the organization as well as to myself, this resignation had better take effect immediately. I shall, of course, be available for consultation with my successor, and shall make every effort to answer my mail and telephone between now and September 1. But circumstances clearly will limit what I can do for NAEB during the next couple of months.

The thought of resigning from the NAEB presidency disturbs me. While I am very happy over the study opportunities made possible by the FAE grant, I naturally hesitate to leave this office before the end of my second term. The members of NAEB have elected me to office on eight occasions: secretary three times, vice president twice, regional director once, and president twice. NAEB, therefore, means a great deal to me. Unfortunately, I never have been able to give NAEB as much as it deserved. The president should work full time on the affairs of the association alone. Yet, as director of a growing radio-television department at the University of Minnesota, I frequently have had to stop long before the NAEB job was finished. But, with the kind of cooperation which has been so freely given by our capable officers and directors, our various hardworking committees, and our devoted Headquarters staff, I feel that we have continued to make progress during the past eighteen months.

Even though this will be my last communication as president, my interest in NAEB will continue, and I shall remain available to serve the organization and its cause in every way possible. During the next ten weeks, I shall do what I can to help my successor take over the functions of president. In Europe next year I shall always be ready to represent the organization in every way possible. And upon my return in the fall of 1959, I shall be available for whatever duties the then-president wishes to assign me.

NAEB has provided me with some wonderful experiences. It has brought me into contact with some very fine people. It has taught me a great deal. For all of this, I am greatly indebted to the organization and to each of you individually.

Good luck and best wishes to each of you individually, and to NAEB as America's leading educational broadcasting association!

Burton Paulu

BP:ds

Itinerary of Burton Paulu

June 14 to 22: enroute, Minneapolis to Los Angeles

June 22 to August 1: At University of Southern California

home address: 5721 West Boulevard
Los Angeles, California
Phone Ax 2-9384

office address: Dept. of Telecommunication
University of Southern California
University Park
Los Angeles 7, California
Phone Richmond 8-2311
extension 259

August 2 through 10: Enroute, Los Angeles to Minneapolis

August 11 through September 1 to 15: At University of Minnesota, Minneapolis

Sometime between September 1 and 15: Leave for London

July 16, 1958

RECEIVED
NAEB HEADQUARTERS
JUL 21 1958
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

Mr. Ray J. Stanley
Program Associate
Educational Television and Radio Center
2320 Washtenaw Avenue
Ann Arbor, Michigan

Dear Ray,

I have before me my carbon copy of your June 27 letter to Harry Skornia in which you suggest that we give you our ideas about the Current Opportunities Fund.

As you know, I have had to resign as NAEB president in order to prepare for my study year in Europe, which will run from September, 1958, to August, 1959. Nevertheless, I would like to say that, in my opinion, this Current Opportunities Fund has been a very excellent thing.

We obtained an allocation from it at the University of Minnesota to make some radio programs out of the materials which are going to be collected by a dozen University of Minnesota faculty members who, on rather short notice, received a grant for a month's trip to the Soviet Union in September. This is exactly the kind of thing for which the Current Opportunities Fund was established, and I think in this case that it will pay off, by making it possible for us to develop some unusual NAEB programs which otherwise would have been unavailable. On the basis of our experience, therefore, I endorse this very strongly. However, I leave details to next year's foundation, and grants-in-aid, committees.

As I sign off as NAEB president, may I thank you personally, Ray, for all the attention you gave to NAEB problems this year. I think that NAEB-ETRC relationships improved a good deal in recent months, and that your devotion to the cause was one reason for this.

Yours sincerely,

Burton

Burton Paulu
Visiting Professor
Department of Telecommunications

bp:mk

cc: Dr. Harry J. Skornia

July 16, 1958

RECEIVED
NAEB HEADQUARTERS
JUL 21 1958
AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

Mrs. Kathleen N. Lardie
Manager, Station WDTR
Director, Radio-TV Education
Detroit Public Schools
9345 Lawton Avenue
Detroit 6, Michigan

Dear Kay,

I have your letter of June 27 relative to your plans to teach this summer at Florida State University. It reached me at the University of Southern California in Los Angeles where I, too, am doing a teaching stint this summer.

I do think it would be a good plan, as you suggested, for someone from NAEB to visit your workshop. However, since I am now past president of the Association, I think you should address your request either to Frank Schooley, who the Board of Directors chose to complete my term, or to Harry Skornia. I see that you sent a copy of your letter to Harry, and he may have replied. However, to be sure that he and Frank know about your inquiry, I am sending copies of this letter to both of them.

With best personal regards,

Yours sincerely,

Whom, Burton!

Burton Paulu
Visiting Professor
Department of Telecommunications

bp:mk

cc: Harry J. Skornia
Frank E. Schooley

Letters from Talent

RADIO TELEVISION AT THE UNIVERSITY OF TEXAS
AUSTIN 12, TEXAS

ROBERT F. SCHENKKAN
Director

MARYE D. BENJAMIN
Radio-Television Script Editor

May 28, 1959

Mr. William G. Harley
President, NAEB
Radio Hall
The University of Wisconsin
Madison 6, Wisconsin

Dear Mr. Harley:

For advance publicity in connection with the Region V Convetion, may we have from you within the next few days some personal background information, and a glossy-print photograph (if convenient)?

We look forward to seeing you in June.

Cordially,

Marye Benjamin

Marye D. Benjamin
Radio/Television
Script Editor

MDB:ar

I enjoyed the greetings sent by Bob! (Or, rather, by Harley out of Schenkkan, as horse patois would have it.) And I'll thank you in person for "letting me use your name." This kind of thing, in writing, can be misconstrued by posterity.

THE UNIVERSITY OF TEXAS 75th YEAR 1883 1958

C Paulu

Drafted April 30, 1959
Stockholm

Transcribed May 5, 1959
Department of Radio and
Television Broadcasting
University of Minnesota

To: Keith Engar
William Harley
Harry Skornia

From: Burton Paulu

This time I report from Stockholm.

The EBU meeting went very well. I had a chance to see these people at work, and to appreciate how similar are the problems of broadcasters the world over. Payments to sports promoters who fear television competition; the division of costs for network lines among Eurovision members; the clearing of time for simultaneous broadcasts on a dozen national systems; all these and other problems, though not usually of immediate concern to me, developed in such a way as to indicate a community of problems.

I have already written about the ETRC admission question, and so shall not repeat that here. But I should add that since last writing, I have seen some films from Swedish television, and was no more impressed than with the French, Italian and Australian films I saw in Paris. Surely these should be carefully screened before anyone decides to televise them.

British shows are another matter, though. I am now corresponding with ITV's Associated Rediffusion Company relative to a series of art talks by Sir Kenneth Clark which I thought excellent. We have become too BBC-oriented when thinking of British television programs: ITV has some superb shows too.

But to get back to the Swedish situation. I met yesterday and today with Mr. Roland Poalsson, head of Swedish Short Wave and Overseas Services; Mrs. Karin Bergman, head of External Liaison; Mr. Goran Dehlin, also of this department; and the WUOM girl, Marjorie Lundin. From all this comes the following.

Miss Lundin is here for a short period under the auspices of some Swedish American foundation to do mainly musical shows based on upcoming summer festivals in Sweden, as well as on material in the tape files of Radio Sweden. She appears not too experienced in this field, and is not fully aware of musicians' union and related problems. We discussed some of

her plans, which are only now being formulated, though, the end result of which cannot yet be foreseen. Although working at and with Radio Sweden, Miss Lundin should not be considered a part of Radio Sweden.

But the other three people named above definitely are in Radio Sweden. These people are confused by the BFA situation. Mrs. Bergman, who talked with Si in Italy or somewhere, was especially so. To her, BFA had now officially taken over NAEB's international activities. But Mr. Poalsson, her superior, did not have this idea, so we cannot definitely conclude that Mrs. Bergman's misunderstanding resulted from anything Si intentionally said. But the confusion exists.

I explained patiently, and several times over, that NAEB does many things, of which getting programs from abroad and distributing them via our tape network is only one; that Si was a past president of NAEB and past chairman of our International Relations Committee; but that he no longer was in either capacity. I also explained that NAEB did not have a permanent office in Europe, and that I therefore was not its permanent European representative (as Mrs. Bergman had hastily concluded).

I tried my best to define our separate organizations and different spheres of interest, and I hope with good effect. But I definitely avoided showing any displeasure with BFA or criticizing them. The Swedes are smart enough to figure out that there is some overlapping of interests, of course, but for the record let me state that I did not take off on BFA or any of its organizers!

I heard portions of four shows. Portrait of a City (Gothenberg) is one of several Swedish Radio is contributing to what I assume is a BFA series. It was done for BFA, and was initiated at their suggestion. Quite good; well worth carrying, especially for a station like KUOM, with a large audience of Scandinavian descent; but good anyhow.

International Almanac is another BFA show being done for them once a month. It interviews Swedes in the news, in the example heard, an explorer and an opera singer. Also good show, though a little more Swedish promotion than City Portrait.

Stockholmer's Diary is distributed through the Swedish Radio agents in Burlington, Vermont, Mr. and Mrs. Gunnar Christiansen. It is on the order of International Almanac, is definitely pre-BFA in origin, and is not handled by BFA at all.

They also do an Internal Press review, of which no example was available. This also is pre-BFA, was done on WNYC and other stations, and is distributed by BFA but also otherwise (by the Christiansens I presume, though I'm not certain).

Swedish Radio does not object to distributing the shows created for BFA to other stations, including NAEB, and to these via NAEB. I am inclined to doubt the propriety of cutting in on BFA initiative here, but will leave that decision with you folks, where it belongs. But surely no one could object if we arranged for things distributed by the Christiansens to be handled through Urbana too, if we wanted them.

It seems to me the problems are these. First, Swedish radio is confused about the NAEB-BFA relationship. I hope I explained this clearly, and shall do so again if occasion presents itself. We also have to decide if we want to combine forces with BFA to get some of our stations on their distribution list. I made no commitments of any kind here.

Radio Sweden does not know just how many and what stations are getting BFA Swedish programs. I suggested they should ask for that information. I had the feeling BFA was stalling them off until they had a large list to show.

Well, there you have it. You take it from here. The best contact in Radio Sweden would be: Mrs. Karin Bergman, Sveriges Radio, Valhallavagen 117, Stockholm 7, Sweden. I gave her Harry's name as the NAEB contact.

I'll try to find what I can of BFA activities when I get to Copenhagen, Hamburg and Berlin, and will report if there is anything to say.

Regards to all.

BP:ds

RADIO TELEVISION RTT
AT THE UNIVERSITY OF TEXAS
AUSTIN 12, TEXAS

ROBERT F. SCHENKKAN
Director

MARYE D. BENJAMIN
Radio-Television Script Editor

June 5, 1959

Mr. William G. Harley, President
National Association of Educational
Broadcasters
600 North Park Street
Madison Wisconsin

Dear Waggish Wun:

Oh.....lovely!....cried she, flailing about in an unmaidenly flap of pure enchantment!

Such gorgeous idiocy has not come my way in a long and barren time...and it goes a fur piece (a colloquialism, not a mink stole) to reaffirm my conviction (already strongly rooted by Arlene) that Wisconsin is a breeding place of true giants!

I opened your letter on a pretty nothin' morning, smiled a wan smile at the beginning, shifted to a chuckle, then to a good ho-ho...and...on the M.A. Thesis...went into the uncontrollable "honks". Alarmed members of my peer-group poured from all the offices, avid for catastrophe, and found me stricken and helpless...waving the pages and still honking like a wild and witless goose. My twin sister read it and wants you for Christmas. I've been trying to think of an occasion before that when a gift to me is justified. Let's see. Mothers' Day and my birthday are behind me. How about the Witches' Sabbath? You could mail yourself C.O.D. I'd gladly pay the charges on a kindred soul...fool that I am for such gifted nonsense.

Delightedly.....

Marye

THE UNIVERSITY OF TEXAS 75TH YEAR 1883 1958

C & Stations

June 1, 1959

Mrs. Marye D. Benjamin
Radio-Television Script Editor
University of Texas
Austin 12, Texas

Dear Marye:

I am happy to send you forthwith a complete dossier which you are free to use in any way you see fit.

Faded likenesses of myself have been distributed widely and I assume there must be one at least in the local post office.

Cordially yours,

William G. Harley

WGH:cp

HARLEY, WILLIAM G.

VITAL STATISTICS: Born. Eyes: Baby Blue; Age: 46; weight: 189; stands in his stocking feet. Married.

EDUCATION: Randall School for Juvenile Delinquents: '23-'29; Blue Heaven Subnormal School: '30-'34; Palmer School of Inconclusive Meditation: '35-'37; Blind date with a Tri Delt transfer '35; NAEB Small Radio Station Seminar for Small Radio Station Managers: '42, '43, '44; NAEB Image Orthicon Workshop: '52; Ford Foundation Fellow: '53; All Around Good Fellow: '56-'57½.

PROFESSIONAL EXPERIENCE: Sold corn door to door for father '22-'25, Madison, Wisconsin. Sold door to door for the hell of it '26. Bouncer, "Joe's Place", Sheer Frenzy, Wis. '27. Phil Grossman's Tailor Shop '28-'36-'29. Radio Station WHA - tube changer '35-'39; Janitor '39-'59.

PUBLICATIONS: B.A. Thesis: "Whatever Became of That Buffalo Bill Saddle on Page 3409 of the 1934 Sears & Roebuck Catalog?"; M.A. Thesis: "It's On Page 34951" Article in Journal of Inarticulate Speech: "Tendencies Toward Herd Mindedness in Group Discussion", August '39. American Breeders Association Review: "The Purple Cow; Fact or Fancy?"

HONORS: Captain; Wisconsin Cross Country Poultry Judging Team '34, '35. Pai Phi Pho Phum Honorary Speech Impediment Society. President, National Association to Stamp Out PhD's '42. Date with two Tri Delts on same evening '35.

CIVIC ACTIVITIES: Chairman Dane County Dutch Elm Disease Committee

C. Paulu

Drafted April 27, 1959
Stockholm

Transcribed April 30, 1959
Department of Radio and
Television Broadcasting
University of Minnesota

To: Keith Engar
William Harley
Harry J. Skornia

From: Burton Paulu

Paris was fine; Stockholm is fine too.

As I have already reported, we are now quite heavily committed to give to and take from URI. Mme. Druon of RTF will forward the documents to Keith, who will have to start the ball rolling, and keep it rolling until I return in September.

Now, about Stockholm. The most interesting development so far took place this morning. The (Italian) chairman observed that American stations had not taken many television programs from European sources. Romney Wheeler of USIA thereupon recommended the acceptance of the ETRC's pending EBU membership application, which had been stalled due to constitutional and legalistic problems. He urged that it be approved, and read from a letter to him by Jack White so stating. The EBU secretary reported that now only action by the proper EBU body (administrative assembly?--not the present group, anyhow) remained to be done.

Sig Mickleson of CBS, who is here with three of his European staff (Olympics, live programs when transatlantic television is technically feasible), also supported the ETRC request. Sig said this would give an outlet to European programs which commercial television's crowded schedules do not permit.

I thereupon supported the ETRC's request too, even in the absence of instructions from you. Why? Because I think we cannot be a dog-in-the-manger here; because I think they will get it anyway; because I think it is to American educational television's overall advantage for them to belong; and because I think NAEB's opposing it would put us into an impossible strategic position.

You can disassociate yourselves from me if you wish. But if you support me, I think someone of you should drop a note to Jack White reporting that I <u>did</u> support their application, and wishing them luck! We don't want Wheeler or anyone else misreporting that I either opposed it or dragged my feet!

Incidentally, I also offered, should affirmative action on the ETRC's application be delayed for procedural reasons, that NAEB would be glad to distribute temporarily European programs to its members, who include most of ETRC's members.

I hope you approve! If you do not, then don't hesitate to disavow my action. If you do, let's see that the right people learn of it, so that we gain full credit for my generous, perhaps rash, and admittedly unauthorized action.

Apropos of all this, I should state that the ETRC and anyone else who is considering using continental European television films should scrutinize them carefully before televising them. The samples I saw at the URI meeting in Paris, as well as here, were pretty sad!

Here is a matter on which I will need briefing before the Rome EBU meeting of May 27-28 (but for which I shall be leaving London on May 19). In Paris Mr. Zaffrani of RAI asked me, what about NAEB and the Prix Italia. I gave no reply, but said I would ask for instructions. Could I have some guidance? What have been our relations with the Prix Italia this year? What will they be in the future?

I have scheduled meetings with the Swedish radio people on radio programs for NAEB. When these are completed, I'll report on them.

Best wishes to you all.

BP:ds

Burton Paulu correspondence

Drafted April 11, 1959
Bramley Cottage
Links Road
Bramley, Surrey, England

Transcribed April 16, 1959
Department of Radio and
Television Broadcasting
University of Minnesota

Dr. Keith Engar, Manager
Station KUED
University of Utah
Salt Lake City, Utah

Dear Keith:

The material for NAEB's entry arrived yesterday morning, and it is packed ready to go with me to Paris tomorrow.

I'll do my best to detail the excellence of NAEB to the broadcasters of Paris, Oslo, Stockholm, Copenhagen, Hamburg, and West Berlin, as well as the people from the rest of Europe I'll be meeting in Paris and Stockholm.

With best personal regards to you (and to the carbon-copied people mentioned below),

Yours sincerely,

Burton

Burton Paulu

BP:ds

cc: William Harley
Harry Skornia

Drafted April 5, 1959
Bramley Cottage
Links Road
Bramley, Surrey, England

Transcribed April 9, 1959
Department of Radio and
Television Broadcasting
University of Minnesota

To: Robert Coleman

cc: Keith Engar
William Harley
Harry Skornia

From: Burton Paulu

Subject: A Correction!

The third paragraph of my memorandum on March 24/30, to the same four of you who are receiving this one, contained an error which resulted from my transposition of the figures in Harry's letter to me of March 17.

The last sentence in my third paragraph should have read: "Now I know for certain that you have received and ok'd the first two charges: one for $151.60 against the 'Adm. Gen.' item, and another for $31.95 against the 'Current Opportunities' fund."

(The mistake was in my substituting $348.40 for $151.60.)

The correct "free balance" now is $816.45.

I hope this hasn't caused anyone any trouble.

BP:ds

NAEB
National Headquarters
14 Gregory Hall
Urbana, Illinois

C Paulu

May 19, 1959

Dr. Burton Paulu
Bramley Cottage
Links Road
Bramley, Surrey, England

Dear Burt:

Bob Underwood made this comment, upon reading your May 12 note, Burt:

> I, personally, am very doubtful if anything will come of letting BFA speak for us, first because I seriously doubt if they will speak for us, and secondly because I think letting them speak for us will make us take a secondary role in the minds of the European systems. I realize that BFA has sold these people a bill of goods and that Burt is doing his best to counteract it; however, I really believe we need to get Keith over there as soon as possible to set things straight with these people. Essentially, his task should be to make clear our interest in noncommercial, educational stations as opposed to BFA's primary interest in commercial stations. In short I think we must make ourselves overseas and not leave it to BFA.

Since George Probst not long ago said to me -- "We ignore NAEB Stations -- you can't get blood out of a turnip," I am now surprised to find them claiming to represent both the educational and commercial stations.

I would think we must, whenever possible, negotiate separately from BFA. Surely if we've learned anything, it is that no one can be trusted to represent the NAEB except loyal NAEB people without other loyalities of this sort; I'd say we must maintain steady pressure, ceasing to press when the nerves in our fingers tell our sensitivities that here we shouldn't insist. In the Prix Italia case, only, it seemed to me we had reached this point. You might verify as graciously as possible.

Nothing revolutionary happened at Board meeting. Generally good meetings, though, both IERT and NAEB.

Thanks for the postcard. How well I recall from 1948 and 1949.

Sincerely,

Harry J. Skornia
Executive Director

HJS:JO

CC: Mr. William G. Harley
Dr. Keith Engar
Mr. Harold E. Hill
Mr. Robert E. Underwood, Jr.

S C Paulu

Drafted May 19, 1959
Bramley Cottage
Links Road
Bramley, Surrey, England

Transcribed May 21, 1959
Department of Radio and
Television Broadcasting
University of Minnesota

To: Keith Engar
William Harley
Harry J. Skornia

From: Burton Paulu

Here is the latest revision of my travel schedule, so far as it involves NAEB.

I have decided to postpone my departure for Rome in order to attend the EBU meeting on commercial television in London, May 21-23. I shall sign in as representing NAEB, which I assume will be okay with you.

In order to attend this meeting, I therefore am delaying my departure for the EBU meeting on radio in Rome on May 27 through 31, and shall go by air instead of driving, as I had originally intended. This involves slightly greater cost to me, although it will not make any difference to NAEB, since I am paying my own transportation to Rome (charging NAEB only for living costs once I arrive.)

I received the radio documentation from Harold Hill, and sent it on to EBU headquarters to be copied. I also got Leo Bogart's The Age of Television from the University of Minnesota Library, and shall take it along too, since it contains much material about the effects of television on radio listening. (That's really long distance service for you: a man living in London borrows a book from a library in Minneapolis to take to a meeting in Rome!)

By the way, did anybody ever represent us at the International Music Council in Paris? I shall check with Evarts about plans for the August meeting in Salzburg on "Opera and Ballet in Television and Film." At the moment, it looks as though I shall not be tied up then.

BP:ds

from Collins
Cliff Edlen
return to

C. Paulu

Drafted May 12, 1959
Bramley Cottage
Links Road
Bramley, Surrey, England

Transcribed May 15, 1959
Department of Radio and
Television Broadcasting
University of Minnesota

To: Keith Engar
William Harley
Harry J. Skornia

From: Burton Paulu

Here I am, back before the window of my study in Bramley. I returned to lovely weather, the kind we counted on when we rented this place in Surrey, and the kind of weather that makes us wish this were the beginning of our first month here, rather than the end of the eighth!

Cliff
Send for?

Berlin was interesting: interesting in itself; for its two political divisions; and for its importance in the news. I toured both sections, took many pictures in both (to document the incredible difference between the eastern and western sectors); and recorded an interview with two of the top people in Rias. This should have reached KUOM by now. It is available to any and all interested NAEB stations. My line was: last night in my hotel I listened to radio programs from all sides--Rias, west Berlin, east Berlin, west Germany, east Germany, BBC, French, AFN, Polish, VOA and Moscow; what are the reasons for all these services, what differences are there in the programs, and especially, what is the purpose of RIAS.

In Hamburg I talked to Walter Schultz, in charge of foreign contacts for Norddeutche Rundfunk. (He, of course, speaks only for radio in Northern Germany; there are some six or seven other German networks, each as independent as American local stations on the same network.) I asked about supplying programs to NAEB. Yes, this was being done through Seymour Siegel and BFA. What about some extra programs. Yes, they recently sent an opera by R. Strauss; it was sent to NAEB-WNYC-BFA: he seemed to lump us all together. I tried to explain, but he was less patient than the Swedes.

He did make one point of interest, though. They have no problem getting permission from musicians to distribute tapes of major musical performances. Their musical schedule is superb: I heard their symphony orchestra, and it is first rate. When they do premieres and works commissioned for them, they like extra performances in the States. The person to contact here is: Walter D. Schultz, Norddeutscher Rundfunk, Rothenbaumchaussee 132-134, Hamburg 13.

I think we have to set our policy vis-a-vis Si and BFA. Do we attempt to negotiate separately from BFA--in some cases, all cases, no cases? I can see good reason for continuing previously begun contacts, like BBC, RTF, Sweden. But what of those foreign broadcasting services we have not worked with in the past? Here we either deal through BFA, or we don't. If we do, then we should authorize BFA to speak for us in certain situations, but should know in advance exactly what commitments they/he make/makes in our name; that is, there should be no "selling" of foreign broadcasting groups on providing programs to BFA partly so BFA can serve NAEB as a corporate entity unless we are somewhat in on planning and operations. On the other hand, if BFA deals only with certain individual NAEB stations, that is another thing. But BFA should not use our name in vain! Here I think clarification is needed.

I have decided to change my travel schedule in order to cover the EBU meeting on commercial television which will be held in London under ITA auspices from May 21 through 23. But I'll still cover the EBU radio meeting in Rome from May 27 through 31; the change is only in my itinerary between London and Rome.

Before Rome, I'd like more guidance on the Prix Italia. Harry wrote to say that this had fallen to BFA as a fait accompli. But I'd like more information. When I'm asked in Rome about Prix Italia, do I just say flatly, "That's now in BFA's hands," or what?

I hope you had a good time at Columbus. Let me know whatever transpired that's of particular interest, especially pertaining to NAEB.

BP:ds

Drafted June 9, 1959
Bramley Cottage
Links Road
Bramley, Surrey

Transcribed June 15, 1959
Department of Radio and
Television Broadcasting
University of Minnesota

To: Keith Engar
William Harley
Harry J. Skornia

From: Burton Paulu

Back again in Bramley, after a few days in Geneva, five days in Rome, plus short sightseeing stops in Florence, Pisa, Venice and Milan (with a visit to television headquarters in Milan).

In Geneva I called at the EBU headquarters. Mrs. Strashnov, who edits the EBU bulletin, says she relies on our Newsletter for much of her information about American radio and television. They have a nice library, not much used, though. I also found out about a publication by the Soviet satellite broadcasting union (OIR) which is worth investigating as a source of information about behind-the-curtain broadcasting.

The Rome EBU meeting was devoted to radio's adaption to television. Here I participated far more actively than at any previous EBU session: I am getting acquainted, and we Americans have more to say here, since the cycle has gone further with us than anywhere else. I attended every luncheon, dinner, cocktail party, banquet, studio tour, and outing, and talked on every possible occasion with the representatives of all countries. They are setting up a committee to draft an elaborate questionnaire on the current development of radio in all EBU countries, and I may be appointed to it; that is not certain, although the Swiss representative who moved setting up the committee specifically so suggested.

In Rome I spoke at length with Messrs. Formosa and Pardi of RAI about programs for NAEB. Pardi said that union complications make music difficult, but that he personally was willing to do a periodic press review--say alternate weeks--for us. He now does one for Australia among other countries. I'm not sure whether he wants payment for these or not. If NAEB is interested, someone at headquarters (or I will, if you so request) should write to nail down these and other details (Dr. Maurizio Pardi, RAI, Via Babuino 9, Rome).

I have noted Harry's memorandum to the NAEB president, Board, and International Relations committee about membership in EBU. I realize the considerations of expense and manpower which led to his proposals; yet I'd like to make a few comments on the other side.

I think the big point here is, how completely is NAEB willing to abdicate to BFA and ETRC its claim to represent American educational broadcasting abroad. As I have gone around Europe this year, I have tried quietly but steadily to counteract the misimpressions which have developed. I have gotten acquainted with more EBU and European broadcasting people than any other American educational broadcaster to date, except perhaps Si Siegel, whose influence is now exerted elsewhere than for NAEB! All this has given us a bit more "in," at least relatively speaking.

Patiently I have explained over and over again, to broadcasters from France, Switzerland, Italy, Sweden, Belgium, the United Kingdom, and elsewhere, that NAEB has not formally handed over its overseas commitments to BFA; that we still run a tape network; that BFA cannot speak for us; and that we are still the main American educational broadcasting association. It's my feeling that I've made some impression.

If you want to continue membership, I'll be glad to take on NAEB-EBU relations (subject, of course, to general administrative and International Relations Committee direction). That would take some weight off of Harry's surely over-burdened shoulders; it would not, of course, meet the financial aspects of membership.

I do hope that, when the decision on EBU membership is made, this matter of NAEB status abroad will be taken into consideration. In addition, I think our whole relationship to BFA needs to be defined. This probably was gone over at the International Relations Committee meeting in Columbus. We should decide on what we want, discuss it with Si and company, and then either work with them or openly against them! I'd appreciate learning about the current policy in this respect.

One more thing. I have written about the Salzburg Congress on Opera and Ballet in Television and Film. Although Keith's letter of May 28 implies approval of my attending (". . . you in the field are better able to judge what might be of value."), no one has specifically okayed this. So, I hereby propose to attend this meeting (program details enclosed) from August 23 to August 29, with perhaps a couple of days at the Bayreuth Festival enroute or returning, this to be entirely at NAEB expense. (I'm now broke personally, but some $450 remains of my original $1,000 travelling allocation from NAEB.) This might provide some interesting material; the Bayreuth Festival, on which I have written some letters (see copies Paulu to Freundorfer, March 5, sent you previously) and am writing more, would be a nice musical feature for NAEB. Or does BFA have it sewed up? If these proposals are disapproved, please let me know immediately, since I should make my reservations very soon.

BP:ds

INTERNATIONAL MUSIC COUNCIL
CONSEIL INTERNATIONAL DE LA MUSIQUE

MAISON DE L'UNESCO
9, PLACE DE FONTENOY - PARIS (VII^e)
TÉLÉPHONE : SUFFREN 56-00
Adr. Télégr. : C. I. M. UNESCO PARIS

LC/SZG/14
15 May 1959

Dear Sir,

1. One of the fortunate results of the Congress on Opera in Radio, TV and Film which was held at Salzburg in August 1956, within the framework of the Festival, was the decision of the City of Salzburg to award an Opera Prize. The purpose of this Prize is to encourage the creation of operatic works conceived primarily in terms of TV but adaptable, aesthetically and economically, to the modern operatic stage. The TV studios of a number of countries are producing works which they will have commissioned especially for this occasion and the international Jury which will meet in Salzburg in August 1959 to award the Prize will base its judgment not only on the score and the text but also on a telerecorded production of each work submitted.

2. To mark the award of the Salzburg Opera Prize, a second Congress will be held in the Kongresshaus, Salzburg, from Sunday 23rd to Saturday 29th August 1959. It will be devoted to "Opera and Ballet in TV and Film" and will be organized by the TV Service of Austrian Radio (Österreichischer Rundfunk) and the International Music Council.

As you will see from the draft programme attached, the 1959 Congress will give participants the opportunity of comparing methods used by the TV and film producers of many countries in presenting opera and ballet (including, in the case of the former, classical operetta and, in the case of the latter, the classical dances of oriental countries). Illustrations will be given of the various degrees in the adaptability of a stage-work to TV, including :

a) relay of a normal performance from a theatre;
b) relay of a stage performance specially prepared for TV purposes;
c) stage production transferred to a TV studio;
d) TV production of a work written for the stage;
e) TV production of a work conceived for the medium.

Wherever possible, examples will be taken from different productions of the same scenes and comments invited from stage and TV producers concerned.

Particular consideration will be given to the following questions:

a) the suitability of existing works for TV and the creation of new forms of entertainment (incorporating opera, dance, mime, etc..) peculiar to TV.
b) artistic and technical problems raised by dubbing, playback, ghosting, synchronization and similar procedures,
d) cooperation between music schools and TV in the training of stage artists in TV technique.

Mr. Burton PAULU
Bramley Cottage
Links Road BRAMLEY Surrey

3. I have pleasure in inviting you to take part in the work of this Congress and would request you to let me know whether, as we hope, you will be able to attend, or be represented. May I count on your reply not later than 15th June ? I would add that : Reisebüro Dr. Degener & Co., Linzergasse, Hotel Traube, Salzburg, will be pleased to furnish you, on request, with all particulars concerning accommodation in Salzburg.

Yours sincerely,

Jack Bornoff
Executive Secretary

SZR / DOC - 10
January 1959

INTERNATIONAL CONGRESS ON OPERA AND BALLET IN TV AND FILM

(under the auspices of the Government of the Federal Republic of Austria and of Unesco)

DRAFT PROGRAMME (revised)

	Morning	Afternoon	Evening
Sunday 23rd August		16h. Press Conference 17.00 Opening session and Award of Salzburg Opera Prize, followed by Reception. Speeches by : Austrian Minister of Education Director General of Unesco Burgomaster of Salzburg Director of Salzburg Festival President of IMC Director General of Austrian Radio	
Monday 24th August	I. Contemporary Opera in TV	with Report on Competition for the Salzburg Opera Prize (including telerecorded excerpt from each entry).	20.30 Showing of telerecording of prize-winning work in Competition for Salzburg Opera Prize.
Tuesday 25th August	I. Contemporary Opera in TV (cont.)	II. Opera (and operetta) in Film	19.30 Festival performance: "Die Schweigsame Frau" Richard Strauss (limited attendance).
Wednesday 26th August	III. Standard Opera (and operetta) in TV (comparison between different productions of the same scene, incl. telerecordings of an excerpt from the previous days' Festival performance).	F r e e	20.30 Showing of telerecordings of Opera and Ballet.
Thursday 27th August	IV. Ballet (and the classical dances of the Orient) in TV and in Film.		20.30 Showing of films of opera and ballet.

	Morning	Afternoon	Evening
Friday 28th August	V. Interpreters - Cooperation between stage and TV (possibilities of co-production, specialized training) i) the musician ii) the dancer iii) the producer iv) the designer	VI. Training of stage artists in TV technique: cooperation between music schools and TV. VII. The public: Radio, TV and film as means of popularizing Opera and Ballet.	
Saturday 29th August	VIII. Creative artists: a) Authors, composers, choreographers & TV b) Can TV lead to new forms of "musical theatre"?		16.00 Resolutions and Closing session (followed by Reception).

N.B. The Congress will be held in the Kongresshaus, Salzburg.

Morning sessions begin at 09.30
Afternoon sessions begin at 14.30.

Paulu letter

Drafted July 12, 1959
Bramley Cottage
Links Road
Bramley, Surrey, England

Transcribed July 16, 1959
Department of Radio and
Television Broadcasting
University of Minnesota
Minneapolis 14, Minnesota

To: Harry J. Skornia

cc: Bob Coleman
Bill Harley ✓
Keith Engar

From: Burton Paulu

Returned from 18-day drive on the Continent a couple of nights ago to find your letter of June 22 waiting for me.

Glad to read of fund possibility for NAEB to stay in EBU.

As to Bayreuth and Salzburg. The revised Salzburg program makes it look like a very valuable meeting. Since you say, "If Engar and Harley agree, I agree to your attendance at Salzburg August 23-29, and Bayreuth enroute"; and since Keith has implied approval; while bill hasn't expressed himself at all; I shall plan to take this trip, unless disapproval reaches me first.

I have written again to the head of Baverian Radio-Television. He never answered my letter of March 5 (copies to you), so I sent him another copy today, and asked him to arrange for me to see an opera at Bayreuth on August 20, to talk to some of his people there on August 21, and suggested a meeting in Munich around noon on August 22 (Munich is on the circuitous route I must follow to get from Bayreuth to Salzburg.)

Total costs for this trip should be well within the $475.61 remaining from my $1,000 advance, but might exceed one or the other separate balance. (By my records: $221.06 on Current Opportunities; $254.55 Administrative General. How about it, Bob; do your records agree?)

As to my returning dates: My sailing was slightly delayed by some Holland-American Line changes, so we now are scheduled to leave Southampton September 11, reach New York September 19, and be back at the office around September 22. But I am requesting an earlier boat should there be any cancellations, and am still hopeful.

Meanwhile, send me any dope you get on BFA, Bayreuth and Salzburg. While there, I'll negotiate as best I can with both.

BP:ds

Pauline Letter

UNIVERSITY OF MINNESOTA
GENERAL EXTENSION DIVISION
MINNEAPOLIS 14

DEPARTMENT OF RADIO AND TELEVISION BROADCASTING

Drafted July 31, 1959
Bramley Cottage
Links Road
Bramley, Surrey, England

Transcribed August 3, 1959
Department of Radio and
Television Broadcasting
University of Minnesota

COPY

Dr. Harry J. Skornia
National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Harry:

Your nice letter of July 28 arrived today. We do indeed have good service from the mails.

You asked about the USSR Bulletin. Yes indeed, I should be very glad to receive it and any other similar things that are available. I have collected a fair amount of material on Europe and European broadcasting this year, which I hope to develop into some articles once British Broadcasting in Transition is finished; so the more such publications I can have, the happier I shall be.

I have just sent off a letter to Lennie Marks' Copenhagen hotel, in reply to his request for information about radio and television contacts in the USSR. I listed the English-speaking heads of the departments concerned, copied out a paragrph from one of my futile letters to them about program exchanges, and threw in some gratuitous advice about eating and playing in the Soviet Union, plus an invitation to drop in on us here if he gets to England before we leave.

You, as well as Bill Harley and Keith Engar, to whom carbons of this are going, will be interested in a meeting I had a few days ago with Malcolm Frost, head of BBC Transcription Service. We had gone over some of these things several months ago when he was host, so I thought I would entertain in return. Here are a few of the high points from our discussion.

Obviously the BBC will continue to distribute its program materials on a pay basis thru its own transcription service, except for a few timely features like the "Review of the British Weeklies which go out thru the New York office. I pointed out

the difficulty that we at KUOM had in ordering discs, listed in the catalogue, which we learned were out of stock. He replied that they do not consider their service as the counterpart of a commercial music record library, and that they could not afford to stock additional copies of all the programs in the catalogue. However, they are trying to carry extras of some items apt to be in considerable and extended demand.

COPY

I was particularly interested in reviewing BBC-BFA relationships. Apparently BFA had proposed becoming the USA distribution medium for BBC programs, but this offer the BBC has rejected. Frost pointed out that they do not even deal thru their own New York office, preferring to service the USA (and the rest of the world, for that matter) direct from London, so why should they appoint BFA as their American representative. They had done a few special shows for BFA (for example, for BFA's Cities of the World series), but these were the exceptions, not the rule.

Frost declared himself strongly pro-NAEB, and is surely aware of BFA's expanding tendencies. I should be much surprised if BFA got many special favors out of BBC, even though Basil Thornton is with them.

Incidentally, Barry Thorne is back in England. I haven't seen him yet, but intend to invite Barry and Barbara out to see us before we leave. The new man, Derek Russell, and I have a luncheon date for next week, and I shall try to brief him as to the facts of educational broadcasting in America.

I asked Frost what he knew of BFA deals with Bayreuth and/or Salzburg. He didn't know of any, but said he would check in his files and let me know. I have exchanged letters with the Germans and Austrians about these festivals, and shall do my darndest to get some good tapes for NAEB. If their rules prohibit mass duplication, I'll try for rights on a few of our principal stations.

Thank you Harry for your kind words. Let me assure you, I greatly appreciate the many services you've performed for me while I have been over here!

With best personal regards,

Yours sincerely,

BPB.

Burton Paulu

CC to William Harley ✓
Keith Engar

Drafted August 7, 1959
Bramley Cottage
Links Road
Bramley, Surrey, England

Letter

TO: William Harley, Harry J. Skornia and Keith Engar

FROM: Burton Paulu

Just a quick and brief note to say that yesterday I had lunch with Mr. and Mrs. Derek Russell, who sail on September 12 for New York where Mr. Russell will succeed Barrie Thorne as head of the BBC's New York office. Russell has been in New York before, mainly with the British Information Service's Radio section, and his travels have included the Institute in Columbus.

Our discussion, which ran on for about two hours and a half, ranged over the entire field of British and American broadcasting. Specifically, though, I gave him, at his request, a briefing on what is being done currently by NAEB, ETRC, JCET and BFA. Although we did not go into any details about BFA, I felt with him, as during my talk with Malcolm Frost a few weeks ago, that there was no likelihood of the BBC throwing us over for them.

I gave him the names of Harley as NAEB president and Skornia as Executive Director, and encouraged him to write or call you whenever you could be of assistance. I also told him about our Detroit convention, and invited him to attend. He thanked me, but said he probably couldn't leave New York so soon after taking up his new post.

I would suggest, anyhow, that around September 25 or so, Harly and/or Skornia might write to Russell, welcoming him back to the USA, and inviting him to the convention.

RB/8/12/59

NAEB
National Headquarters
14 Gregory Hall
Urbana, Illinois

July 16, 1959

Dr. Gerhard Maletzke
Hans Bredow - Institut
Fur Rundfunk und Fernsehen
Hamburg University
Heimhuderstr. 21
Hamburg 13, Germany

Dear Dr. Maletzke:

Subject to the concurrence of Dr. Paulu, to whom I am sending a copy of this, my letter, it is indeed a pleasure to grant permission for you to translate and publish his "Radio and Television in the Soviet Union" as published in the April 1959 NAEB Journal.

Our very best wishes,

Harry J. Skornia
Executive Director

HJS:JO

CC: Dr. Burton Paulu
Mrs. Elizabeth McKenzie
Mr. William G. Harley
Dr. Keith Engar

HANS BREDOW-INSTITUT

FÜR RUNDFUNK UND FERNSEHEN

AN DER UNIVERSITÄT HAMBURG

HAMBURG 13, den 4. Juli 59
Rothenbaumchaussee 9
Fernruf
Heimhuderstr. 21
Tel. 44 71 78

Ha/Prz

Mr.
Dr. Harry J. Skornia

1[illegible]Gregory Hall
Urbana Illinois

USA

Dear Dr. Skornia!

The article of Dr. Pauly "Radio and Television in the Soviet Union" which is published in the NAEB Journal April 1959 is so interesting that we should like to translate and reprint it in our quarterly "Rundfunk und Fernsehen". So I should ask you whether you agree with this proposal. Of course we shall mention the source of the article, but we should be glad if you could give the permition for reprint if anyhow possible whithout fee.

Sincerely yours

(Dr. Gerhard Maletzke)

227 Gregory Hall
Urbana, Illinois
October 20, 1958

Dr. Burton Paulu
Bramley Cottage
Links Road
Bramley, Surrey
England

Dear Burton:

Mighty glad you sent a carbon to Omaha. From it comes the following suggestion, on which I'm sure you'll agree.

We'll make $1000 available to Burton Paulu. Of this amount, NAEB will furnish $500. And, $500 will come from ETRC funds provided NAEB for Current Opportunities in the programming area.

On exact useage, we'd like to leave that to you. But, I would like to indicate our feelings so you can use them for guidelines.

You might elect to use the entire $1000 for the Russian trip, but we'd prefer not to use it all for that purpose. We'd be happy to have part of it spent on this trip, but we'd also like to look forward to Paulu attending some other meetings on behalf of NAEB, or representing NAEB. In the rough, we'd hope half would be considered "programming" and the other half as NAEB representation. We don't care whose monies you spend at what times, so long as spirit is carried out.

By a carbon of this letter, I am asking Treasurer Bob Coleman to transmit money to you pronto. However, I point out that Bob may elect to send it to you in two payments. We have only $100 currently available in Current Opportunities. It is reimbursable, so depends on how he feels. I'd assume draft you receive will be in amount of $1000, or $600, with $400 later. That's up to Bob.

Just so you'll have the background, your letter was read, and action here related by all Board members except Adams (absent because of wife's critical illness), Bronson (absent because of own illness), and Broderick (with whom I had no chance to discuss). I'm sure Gertrude would approve. The rest of the deal I ran concurrently with NAEB dance after the annual dinner. I just never found appropriate time to interfere with Gertrude's social evening. She was there and always busy. I guess I was more reluctant to bother the lady than the gentlemen.

The newly elected officers: President, Harley; 1st VP, McBride; 2nd VP, Schenkkan; 3rd VP, Ausmus; Secretary, Engar, and Treasurer, Coleman. Effective January 1.

We had a real good convention. Appreciated your cablegram, which I passed along to the convention.

Jack White, Yourd, Hudson, Harper, Young, Christensen, and Sandberg were present for much of our convention. Steetle was there for JCET, throughout.

Awards and Citation committee awards to (1) Cohn and Marks, and (2) Franklin Dunham.

Most all consitution and by-law changes through, including change in convention, every other year, to mid-west, and making instructional CC-TV units eligible for Associate Memberships. 1960 convention to San Francisco.

That's it in brief, but I've tried to expedite official reaction to your letter, which was in effect response to my inquiry of what we might do. Many thanks for the prompt reply.

Saw Shel Goldstein at the convention. George Scanlon (sp?) was our engineer for the WILL account of the Illini victory over the Gophers at Minneapolis Saturday, 20-8. I was there, as you might guess.

Sorry about your car, but glad to note no injuries.

Sincerely,

Frank E. Schooley
President

FESfb

cc: Harry Skornia
Bill Harley
Bob Coleman

October 16, 1959

Mr. Burton Paulu
Station KUOM
University of Minnesota
Minneapolis 14, Minnesota

Dear Burton:

Welcome back to the homeland!

I've been terribly negligent in not writing you and replying to your many reports, but I want you to know that I read all your letters with interest and appreciation.

You've done a fine job for NAEB, not only in providing us with distinguished and able representation but in accomplishing a number of things for the "good of the order".

I want you to know that the International Relations Committee people and the officers are most grateful; and I intend to make a point of letting the membership aware of your contributions.

Finally, I hope and trust you'll be with us in Detroit. Your many friends will be anxious to see you and get a first-hand report on your adventures abroad.

With warmest personal regards.

Cordially,

William G. Harley

WGH:cp
CC: HSkornia
KEngar

October 17,1957

Mr. Burton Paulu,
Radio Station KUOM,
University of Minnesota,
Minneapolis, Minnesota.

Dear Burton:

Welcome back to the states. It will be good to see you at Detroit next week end to hear at first hand about your year in Europe.

Harry has asked me to check the books in order to verify the amount unexpended in our accounts with you. The books show expenditures as follows:

On Current Opportunities	$500.00
On General Administration	299.83
	799.83
Advance	1,000.00
Balance Unexpended	200.17

Paulu asked to return

This amount agrees with yours, I believe.

Best regards.

Sincerely,

R.J.Colemman
Treasurer

CC: Harry Skornia

Harley - FYI

FOE: His energetic and tireless leadership and counsel and his services to Exchange both at the local and state levels;

FOP: His devotion and dedication to civic service through his activites in such organizations as the Salavation Army, the Little League, the Champaign-Urbana Inter-Club Council, the United Fund, the Freedom Celbration, and many more;

FOR: His service to the people of Champaign as a member of the City Council and the Board of Local Improvements.

Presented this

26th day of May, 1959

President

Secretary

Dear Irving:

I'm sending a copy of your letter of April 17 to the members of the NAEB Board and our Legal Counsel for discussion at our next Board meeting, May 10 in Columbus.

Thanks very much.

Regards,

H J Skornia

Mr. Irving R. Merrill
Director of Television Research
WKAR-TV
Michigan State University
East Lansing, Michigan

CC: NAEB Board and Legal Counsel
HJS:jg

April 22, 1958

* * *

Following is Mr. Merrill April 17 letter to Dr. Skornia:

Dear Harry:

This letter is my official vote as a member of the Research Committee that the NAEB formally requests the Bureau of the Census to include questions about radio and television ownership in the forthcoming 1960 Census of Housing. I believe that the Bureau should be requested specifically to:

1. Identify radio and television households on a county-by-county basis.

2. Identify each radio household as to whether it can receive FM.

3. Identify each television household as to whether the set can receive UHF and/or color.

You probably are already underway in this regard. A letter Armand received from Hal Fellows stresses the urgency of action. I am proposing that we make common cause with the NAB in this regard because it is my personal feeling that we would not get very far by requesting such services only in those areas covered by educational broadcasting stations. Picking out such areas and arranging the survey to include only them would be too much trouble for the Bureau of the Census.

Sincerely,
/s/ Irving R. Merrill

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I. PROJECTION OF PROGRAMS TO BE PRODUCED AT KPFA AND MADE AVAILABLE TO THE TAPE NETWORK OF THE NAEB

MUSIC

MEET THE COMPOSER: A series of six approximately one-hour programs with outstanding contemporary composers. These programs are prepared under the general direction of Americo Chiarito, KPFA's Music Director, and include informal interviews with composers analyzing and commenting on their own and their contemporaries' work; performances, both live and recorded, of the composer's work with explanatory and critical program notes by the composer himself. Present plans call for a series of six programs with the following composers:

Darius Milhaud
Roger Sessions
Ernst Krenek
John Edmunds
Andrew Imbrie
Ellis Kohs

TOWARD A CREATIVE MUSIC: A series of nine programs, ranging from twelve to twenty-five minutes each, in which the experimentalist, Harry Partch, explains the basis of a musical philosophy that led to his construction of a new scale and the invention of radically new musical instruments. This series represents a summary of thirty years of musical research by Harry Partch who is one of the most controversial figures in the contemporary music world. The three concluding programs in the series contain examples of Mr. Partch's compositions using the forty-three tone scale. The following is a listing of program titles and the times for each program:

Creativity in Music - 16'
Education and the New Instruments - 17'
Education and the Record Repertory - 12'
Education and Acoustics - 16'
The Writers on Music - 13'
Musical Perspectives - 16'
My Instruments - 21'
Castor and Pollus (music) - 24'
The Oedipus Dance Music - 25'

CHORAL CONCERTS: A series of thirteen one-half hour programs of choral music involving the Berkeley Chamber Singers and choral groups from Stanford University, San Jose State College, Modesto Junior College, University of California, College of the Pacific and Dominican College. The programs will include both traditional and contemporary works for chorus.

STRING QUARTET REHEARSALS: Through an arrangement with members of the Quartet and the University of California, KPFA has been given permission to record the open rehearsals held by the Griller String Quartet. These are "unstaged" rehearsals and contain all of the exchanges, humorous and otherwise, between members of the Quartet. There will be between four and five program hours in the entire rehearsal series.

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MUSIC (Cont.)

CONTEMPORARY MUSIC: A program series, to be recorded in the KPFA studios, featuring performances of contemporary music by student performers of outstanding ability. The series will place particular emphasis upon premier performances of contemporary music and will serve both as an outlet and an incentive for new work, particularly for younger composers. In most instances the performer will have had the opportunity to study the score with the composer. It is expected that this series will number five or six half-hour programs.

THE PREPARED PIANO: One program only, approximately one hour in length, with Maro Ajemian, internationally known pianist, explaining and demonstrating John Cage's music for the prepared piano. The program will include the step by step preparation of the instrument and the performance of works for the prepared piano.

SONG ALIVE: A series of twelve twenty-minute programs on American Folk Songs and Ballads, produced in cooperation with the folk song collectors Sam Eskin and Sidney Robertson Cowell. The series will include new field recordings of many of the singers from whom modern scholars have derived the majority of the songs included in their collections. The personal collections, recorded in the field on portable, high fidelity tape equipment, of Sam Eskin and Sidney Cowell are probably the most extensive folk song collections available outside of the Library of Congress Archive of American Folk Song. Authoritative commentary on the songs and ballads included in the program series will be supplied by Mr. Eskin and Mrs. Cowell. This will be the first attempt, based on field recordings, at a truly definitive series on American folk songs.

PUBLIC AFFAIRS

AFRICA: A documentary series concerning the development of African independence movements in various parts of the continent. Program material already assembled includes interviews with key persons in relation to the resistance movements. The completed series including music, supplementary narration and editing will amount to six half-hour programs. The following is a list of participants in the series:

South Africa

G. P. Jooste, Ambassador from South Africa to the United States and Chief U. N. delegate from South Africa.

Michael Scott, International League for the Rights of Man and a participant in South African Resistance movement.

George Houser, Executive Secretary, Americans for South African Resistance.

Central Africa

Kirilo Japhet, spokesman before the United Nations Trusteeship Council, Wa-Meru tribe, Tanganyika.

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PUBLIC AFFAIRS (Cont.)

Dr. E. B. Worthington, Secretary-General, Scientific Council for Africa. (Council organized by the governments of Britain, France, Belgium, Portugal, South Africa and South Rhodesia)

John Kiano, student at Stanford University, member of the Kiyuky tribe, Kenya.

John H. Dalton, graduate student in economics, University of California, specialist in African Affairs, former resident in Africa.

North Africa

Rom Landau, U.S. advisor to the U.N. on Morocco, member of the faculty of the American Academy of Asian Studies.

Eleanor Knight, former resident of Morocco, presently at the University of California.

Supplementary Interviews

Ralph Bunche, interviewed on United Nations Trusteeship.

MINORITY REPORT: A documentary series of four twenty minute programs on the attitudes of Junior-High students on such subjects as race, narcotics, sex, housing, parents and teachers. These programs were recorded on location at a Junior High school serving a lower socio-economic group. Many of the youngsters interviewed in this series are described by teachers and social workers as "delinquent". The techniques used in assembling the program material was that of separate group interviews, conducted by a guidance counselor, of negro boys and white boys, negro girls and white girls. The age of those interviewed ranged between fourteen and fifteen. "Interview" is actually a misnomer for the material recorded in that it is entirely spontaneous and uncensored conversation between the teen-agers and the one adult in the program.

THE LAW AND THE PROPHETS: A series of six half-hour discussion programs devoted to an exposition of the jurisprudence of Justice Holmes, Benjamin Cardoza, Learned Hand, and others. The series will be produced in cooperation with the San Francisco Bar Association and with various faculty members from Boalt Hall, University of California School of Law. Primary emphasis in the series will be on the philosophy of law.

ARCHITECTURE: A series of conversations on contemporary American, particularly western styles of architecture. Participants in this series include six outstanding American architects: Bernard Maybeck, Frank Lloyd Wright, Pietro Belluschi, Edward Stone, Richard Neutra and W. W. Wooster. Three half-hour programs.

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LITERATURE AND DRAMA

NEW WRITING: A series of ten half-hour programs presenting readings from the new work of both well known and lesser known American writers. Emphasis in the series will be upon good program production, and the author's own voice will be used only in those instances where he is an exceptionally good reader of his own work. Among the writers contributing to this series are the following:

Robert Duncan
William Everson
Robert Horan
Weldon Kees
Josephine Miles
Henry Miller
Rosalie Moore
Kenneth Patchen
Kenneth Rexroth
Fred Safier

MODERN VERSE DRAMA: A studio production of verse plays by the American poet, Kenneth Rexroth. There are three plays in all--Phaedra, Iphigenia in Aulis, and Beyond the Mountains. The series will number three programs of approximately forty-five minutes each.

CHILDREN'S PROGRAMS

ONCE UPON A TIME: A story series for children from six to sixty. A selection of twelve Irish folk and fairy tales as told from memory by Josephine Gardner, easily the most outstanding traditional story teller living in this country. Programs in the series vary in length from twelve to twenty minutes each. Story titles include: The Wee Red Man, The Twelve Magic Windows, The King of Ireland's Son, Feather of My Wing, and others.

KIDNAPPED: A dramatized reading in twenty or more episodes of the novel by Robert Louis Stevenson. Single episodes will vary between thirty and forty-five minutes in length. The production team headed by Charles Levy has gained valuable experience in its productions of Huckleberry Finn, Treasure Island, and Robin Hood, and it is expected that the production of Kidnapped will mark an improvement over these previously successful productions.

ROBINSON CRUSOE: A dramatized reading in approximately twelve half-hour episodes by Charles Levy, similar in production technique, including sound effects, to the production of Treasure Island, which was included in the Winter 1952 offering of the NAEB Tape Network.

PICTURE STORY: A program employing dramatized reading of stories selected for their particular suitability in evoking picture ideas. This program format has proved uniquely successful in KPFA's broadcasts for children. The program is designed specifically for primary school children. The readings are broadcast and the children send in pictures illustrating the story. On subsequent programs the station announcer acknowledges receipt of the pictures. Thirteen fifteen minute programs.

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MISCELLANEOUS PROGRAMS

Throughout the year many individual programs and series will develop at KPFA, yet at the present time it is not possible to predict the exact nature and content of these programs. They will include interviews and panels with persons prominent in many different aspects of public affairs, the sciences and the arts. KPFA maintains program lines to various auditoriums on the campus of the University of California and the Station has permission to record lectures, discussions, etc. held under the auspices of the University. Many of the programs thus obtained are valuable program material for educational broadcasters. It is estimated that there will be at least ten program hours available to KPFA and the NAEB Tape Network through these means. Potential program series include a series of lectures by outstanding scientists under the general topic "Modern Physics for Scientists and Engineers". Another potential program series includes a group of five lectures on astronomy to be given by the Nobel Prize winner, Dr. Harold Urey of the University of Chicago. The procedure on these programs is to edit the recordings of the lectures, deleting those aspects of each talk which do not lend themselves to broadcasts for the general public.

II. SPECIAL PROGRAM PROJECTS

KPFA is currently taking steps toward the establishment of a number of subsidiary projects which would, in turn, result in programs for broadcast over KPFA and would also be made available to the Tape Network of the NAEB. These program projects will have independent operating budgets entirely separate from KPFA's general operating budget. Program production costs for these projects are not included in the cost summary set forth in this Memorandum. However, the series noted here are indicative of the type of program material which will become available through KPFA's production center.

CONFERENCE ON PROBLEMS OF COMMUNICATION BETWEEN THE EAST AND WEST: The pro-

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II. SPECIAL PROGRAM PROJECTS (Cont.)

ceedings of a two-day public Conference exploring and documenting the barriers to effective communication between nations and peoples of radically different cultural and ethical backgrounds will be recorded and edited into a series of radio programs. The Conference, to be sponsored by KPFA, will include four papers to be presented by particularly qualified persons from both the East and the West, a number of panel discussions and excerpts from a series of Conference seminars. Upon final editing there will be from six to eight program hours reporting the proceedings of the Conference.

LITERARY PROJECT: This project contemplates an extensive expansion and addition to KPFA's current New Writing series. Bi-weekly broadcasts of the work of American and English writers, principally poetry, verse drama, and speculative writing, will be produced from material solicited from both well-known and lesser-known writers, dramatists and poets in this country and in England. On a quarterly basis selections from the broadcasts will be issued in a supplement to the KPFA program Folio. Reasonable literary fees will be paid to the authors whose work is used in the broadcasts and in the Folio supplement. It is expected that this combination of a broadcast series and a literary journal will become a predominant outlet and influence in the contemporary literary world. The broadcasts, numbering thirteen program hours per year, and copies of the Folio will be made available to NAEB member stations.

POINT FOUR: A series of dramatized documentary programs, with lectures interspersed, studying the Point Four program in the perspective of the various foreign populations receiving aid, and summarizing its history and economic principles. The project is planned with the Hoover Institute and Library, Stanford University, as the research center, and will involve a committee of highly qualified advisors as well as special research, administration and production staffs. It is expected that six documentary dramas will be produced in the series, each half an hour, and about twice as many lectures related to the dramatic material.

III. SUMMARY OF PROGRAM HOURS AND PRODUCTION COSTS

B

Based on predictable program sources as noted above, approximately seventy-five program hours can be made available to the Tape Network of the National Association of Educational Broadcasters during 1953. The following is a breakdown of program hours in relation to the four primary program categories within KPFA's broadcast schedule;

PROGRAM CATEGORY	NUMBER OF PROGRAM SERIES	TOTAL APPROXIMATE HOURS
MUSIC	4	25
PUBLIC AFFAIRS	7 or more	21
LITERATURE AND DRAMA	2	7
CHILDREN'S PROGRAMS	4	22
TOTAL SERIES	20 or more	TOTAL HRS. 75

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In addition to the program series noted above, the three special program projects detailed in Section II of this Memorandum will, when completed, provide an additional twenty-five program hours to be made available to the Tape Network. A conservative estimate of program hours potentially available from these series is as follows:

PROGRAM SERIES	TOTAL APPROXIMATE HOURS
EAST-WEST CONFERENCE	6
POINT FOUR SERIES	6
LITERARY PROJECT	13
TOTAL HRS.	25

The following is a cost summary, apart from the special projects, for the program series listed above:

PRODUCTION PERSONNEL	$15,500.00
SCRIPTING AND SECRETARIAL COSTS	5,000.00
FEES, TALENT EXPENSE AND TRAVEL	7,500.00
MISC. PRODUCTION EXPENSE	2,000.00
TOTAL	$30,000.00

The estimates on production costs summarized above have taken into consideration the existence of technical facilities and a presently functioning production staff. Hence, the cost involved in originating and staffing a production center are not included in the cost summary. The sum to be applied toward production personnel represents the difference between presently budgeted personnel costs and the increase required to maintain as units the various production teams necessary to the completion of the programs outlined in this Memorandum.

IOWA STATE DAILY

EIGHT PAGES | IOWA STATE COLLEGE, AMES, IOWA, SATURDAY, OCTOBER 2, 1954 | Vol. 84, No. 11

Broadcasters Hold Meeting To Discuss Radio Problems

American broadcasting standards are both above and below those of Great Britain, according to Dr. Burton Paulu, who spoke at a meeting of the National Association of Educational Broadcasters Friday.

The meeting was for the fourth region of the NAEB, which includes colleges and broadcasting stations in Minnesota, North and South Dakota, Nebraska and Iowa.

Nineteen representatives met in the Memorial Union along with officials from WOI radio and TV and three men from national headquarters of the NAEB.

The three national representatives included Harry Skornia, executive director, Harold Hill and John Holt, both staff members.

Purpose of the 1-day meeting was to discuss mutual problems of educational broadcasting and to exchange ideas. Richard Hull, radio and TV director of WOI and director of region four, presided.

Dr. Paulu was featured speaker and his remarks concerning great Britain were made following the noon luncheon.

Manager of station KUOM at the University of Minnesota in Minneapolis, Dr. Paulu spent the past year in London, England, as a senior Fulbright research scholar.

While in England, he worked with officials and stations of the British Broadcasting Corporation to study British conditions.

He compared conditions in England with those in the United States by saying:

"Our best is better than their best but our worst is worse than their worst."

He said that he feels the best of American programs cannot be beaten. But he added he's seen some poor shows here also.

Dr. Paulu described the BBC as having three features. It is a public corporation, it has a monopoly in broadcasting, and it is financed by annual taxes on receiving sets.

"The system would not work here," Dr. Paulu explained, but added that it is a good system for Great Britain.

Contradicting the belief that the BBC is under the government's thumb, Dr. Paulu said it is "public" and not run by the government. "It might be influenced by the government," he added.

Though the BBC is a monopoly, the people of Great Britain have excellent coverage, Dr. Paulu said.

He explained that the British feeling is that competition in broadcasting tends to lower standards. The British use the United States as the prime example, Dr. Paulu chided.

The listener in Great Britain has a choice of listening to three networks.

1. Light programs—comedy, news, sports, short talks, popular music, etc.

2. Home service—serious drama, classical music, school programs, informative programs, etc.

3. Third program—more serious, for the exchange of ideas among more intelligent people.

Dr. Paulu described the third areas as unique in that experts use it to exchange information.

Great Britain was the first country to carry regular television. The British started in 1936 and continued telecasting until the outbreak of World War II.

Since the war, Dr. Paulu said the British have had trouble getting started again because of material shortages.

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NAEB—
(Continued on Page 8)

Richard Hull, left ,director of WOI and WOI-TV and also of Region Four of the National Association of Educational Broadcasters, compares notes with Dr. Burton Paulu, of the University of Minnesota, who sopke at the regional meeting of the broadcasting group Friday.

He praised the programs of British TV and informed his audience that 85 percent of the people can receive television.

Children's television shows are well done, according to Dr. Paulu. They encourage activity on the part of the children by offering methods of participation at home.

Dr. Paulu spent two years at Iowa State in 1951-52 working with an experimnetal fund for adult education programs.

He congratulated the local station by saying:

"If all television stations were run like WOI-TV, things would be different.

He broadened his statement by explaining that WOI manages to offer a good balance of programming which includes a type of program for every listener.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

147 Argyle Road
Ealing

London, W. 13, England

nd?

Mr. Graydon Ausmus
Radio Station WUOA
University of Alabama
University, Alabama

Dear Graydon:

Last night BBC-TV did a remote ("outside broadcast," or "O. B." to them) from a circus. I didn't watch it--I did watch a not-very-well-done TV film about Oxford, but turned back to BBC radio, Radio Berlin and the US Armed Forces network from 9:00 until midnight. But this morning's London Times contains an interesting story about that in its legal reports.

Mr. Justice Vaisey, so the Times reports, refused to issue an injunction restraining BBC from televising that circus. The objector stated that the BBC "were not registered as exhibitors of performing animals, and televising them was illegal. It was scandalous that the BBC should employ professional commentators with charming manners and irreprochable voices todeceive a public so notoriously gullible as the British into believing that the animals lived in luxury with kindhearted trainers."

The BBC's attorney said the objector had no legal basis upon which to object, and observed that on an earlier occasion he had "unsuccessfully tried to stop the BBC from broadcasting the description of a bull fight.

"Mr. Justice Vaisey said that he had the greatest admiration for those who sought to restrain or limit anything in the nature of cruelty to these humble creatures who were so subservient to and dependent on human beings, but the BBC were not committing any wrongful act for which Mr. MacMichael could get redress."

The Times also carried a full report on the Government White Paper for a competetive tv project. This is going to be a bitter fight, Ithink. The plan is for a BBC-type corporation to have program control, but selling advertisements during proper program breaks. This of course will probably result in advertisers influencing programs in the direction of entertainment--and what audience figures I've been able to get an old of indicate that British tastes in radio (and surely in newspapers) are no better than ours--if as good; consequently the BBC's cultural monopoly argument may go by the boards. Incidentally, after a good deal of reading of both secondary works and documents I think the cultural monopoly aspect is the real reason for the broadcasting monopoly, and talk of frequency shortages and adequate coverage is only secondary. So, the fight here will be a strong one. The Times--now headed by Haley, formerly BBC Director General --opposes this editorially, and it carries a good deal of weight, and generally supports rather than opposes the Conservative Government.

This morning also brings me a carbon copy of Larry's very interesting letter to Harry of November 10. I was much impressed with his report of work accomplished and in progress. So far Graham Hovey hasn't sent me any carbons of his reports, so I cannot react to what he is doing, but Larry surely is off to a good start. Unfortunately my project has less in the way of program output to report, and I find myself somewhat at an impasse at the moment; hence the paragraphs which follow.

I regret to say that although I have been over here for seven or eight weeks, I have yet to receive either an up-to-date report on current NAEB policy in regard to BBC, or anything like an official review of current NAEB negotiations in regard to such things as the $56,000 for BBC shows. This materialshould have reached me if dispatched, since air mail letters get here in three or four days from almost any part of the USA. Harry writes that he has sent me various pamphlet and book material which I requested. This has not arrived--no fault of his, of course. The NAEB record albums have come, and are in Customs while I wrestle with the government departments involved to get an import license. That should be forthcoming next week; if not, then telephone calls and personal visits will have to be undertaken.

The unfortunate result of all this, of course, is that I can conduct only general conversations with BBC about program exchanges. I do not want to get information on NAEB policies from BBC! Yet I am reduced to that unless the flow of news from home soon begins. So far I've talked with Norman Frost of the Transcription Service, Stewart--Home Service Controller, Adams--Light Controller,and Pelletier who now works with him, as well as with folks in TV and Third. Next week I go to policy staff meetings with Talks and Transcription Service. And I shall meet again very shortly with Hugh Greene, who seems to be their first contact man on the operations level vis-a-vis NAEB. But without discs to play them (which of course is entirely a Customs problem on this end), I can't sell them NAEB stuff; and without reports from you as to general policy and fund raising activities, I can't transact much business in the other direction.

Hence, the following requests (to be overlooked if already done, of course: Monday's mail mail provide me with all the answers!

1. If Harry hasn't done so--and I've not mentioned this item yet--I'd like several copies of the Jeffersonian script book.

2. From Graydon, please, the following:
   a. A run down on the Convention. I don't want Greene, Conner and Pelletier to hear more about this from Thornton than I get from you! I've received rather detailed outside reports that it was a lively sessions in many ways; just what went on?

   b. Fact report on BBC situation: has the Board accepted the $56,000 policy? What is coming thru from BBC program-wise now? If the $56,000 request stands, are we trying to get it lowered? If so, do you negotiate with Thornton, me with the folks here, or what? (I think it important we have a well organized plan here, rather than working indepdently of each other.) If we must get that amount of money, where will it come from? What progress is being made in a search for fund sources?

c. Clarification of communication lines. Thus, in his letter of November 10 Larry refers to our having NAEB press cards, and states "I suppose Siegel is the man for this question." He also refers to a possible Rome meeting in the phrase, "If we are authorized by Skornia to have our three get-togethers. . . ."

It seems to be the decision on spending that money must be made by the Board, and the Treasurer authorized to pay it thereafter.

This matter of channels is not of earth-shaking importance, but I think time (and perhaps feelings, too) will be saved in the long run if we clarify lines of communication. It seems to me we should write to Ausmus on policy matters (with maybe carbons to Skornia and any other people involved), Skornia in regard to operations already cleared by Augmus.

(As to a Rome sessions: round trip fare from here is about $150. This does not cover meals, hotel, and the like, however.)

3. From Harry

a. Please check on my magazine subscriptions. Nothing has come yet. And how long ago did you send me any packages (excepting the records)? So far, nothing has come from you except several letters, the last being that of Nov. 5.

Nothing said above should lead to the conclusion that I have been without plenty to do! I'm busy every day, and to good results, I think.

First, I've been trying to learn as much as I can about the BBC, and in this pursuit the BBC itself has been most helpful. They have an excellent library, which even has volumes and volumes of carefully pasted up newspaper clippings, so that in a few hours I can review press reaction, both good and bad, to their activities in any special category into which I wish to inquire. Almost every book or article ever written about them--and this includes the critical stuff too--is here. I can come and go as I like in that library, and it's all proving most worthwhile. In a few more weeks I should have read most of the books written about them, and have gone through most of the Parliamentary papers, in which is contained a tremendous amount of data about their operations both domestic and foreign.

The BBC staff continue to be very accessible. So far I've met and talked to the heads of Overseas departments, Controllers of Home, Light, and Third, and many others in both radio and TV.

And of course I've done much listening and viewing. The Radio Times lists all the programs in detail, so its not hard to choose which ones to hear. I cidetnally, I think Home may offer us more than Third, an opinion which Malcolm Frost also offered to me. Third tends to be bad radio by US standards (except for drama), whereas Home (and Light) utilize more of a competetitve approch.

And then there's the lecture circuit! Next Monday I go to Bournemouth (a city on the Southern coast of England) to talk to the Rotary Club. Wednesday following I take part in a big affair for school children in which we tell them about America. December 1 I talk in a series arranged by the Commonwealth Fund on "Television, Friend or Foe." (Their title, not mine!) There's a "dining" club just out of London for December 12. And this sort of thing will undoubtedly become more and more frequent, something which is good for all of us, I think, since I will learn about England that way, and--I hope--England about America (and American broadcasting.) And there may be a few broadcasts in the offing, too.

All this doesn't leave much time for entertainment, but we have gotten in a few things. Frances and I have gone three times to symphony concerts in Festival Hall. The orchestras were pretty good, the conductors mostly only fair, the hall's acoustics poor (too dead), and the audiences large and enthusiastic. I guess we operate in the German and French rather than British orchestral traditions. Theatre is another story: we saw the Old Vic do All's Well; it was superb--they don't have the restraint in doing comedy Shakespeare which seems to inhibit their musical performances. Graham Greene's Living Room was well done, though not a satisfying play; it gets all tangled up with posing problems, and then has the heroine kill herself to avoid having to solve them. And we took one drive into the country with BBC hosts, during which we visited the church in which Gray wrote his famous Elegy, and had tea in a charming old 17th Century inn.

Our living problems are now well under control. Of course the local merchants are thrown by our American ways, but they are getting used to us: we now know that Philadelphia Cream Cheese is Demi-Sel; they have recovered from the shock of having somebody buy half a week's groceries at a time, instead of purchasing in driblets daily; and, the sight of a five-pound note (about $15.00) doesn't scare them to death, even though they seldom see more than a one-pounder.

Figally, the British continue to be excellent hosts. Last Sunday, for example, we had tea with Sir Arthur and Lady Bliss. (He is one of England's best contemporary composers, and was BBC music director for two years in the war). The week before we went out to visit two people who entertained me in the Lake Country in September 1945. And Fulbright, Commonwealth Fund and English Speaking Union add to the University of London in offering social-cultural-business contacts at the rate of one or two every week.

So, things go well here. I trust--the same with you! But. . . let me hear from you, if a letter isn't already on its way over here.

Yours sincerely,

Burton Paulu

PS's: Harry: in quoting any of my letters in the News Letter, be sure to cut out any editorial comment that is adverse BBC, or might for any other reason, embarrass me.

Larry: Your letter was good, and most welcome. Keep me on your list. Regards.
Graham: Let me hear from you too. How goes it in Italy?
To All: Excuse this method of correspondence, but I have no secretarial help, and have to type my own —

INSTITUTE FOR EDUCATION BY RADIO-TELEVISION
THE OHIO STATE UNIVERSITY
COLUMBUS, OHIO
May 4, 1960

SOME REFLECTIONS ON FREEDOM AND RESPONSIBILITY IN EUROPEAN BROADCASTING

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Freedom and Responsibility in Broadcasting is the theme of this year's Institute for Education by Radio-Television. In this and the suceeding sessions of the Institute, many people will examine that basic problem from many points of view. The approach taken here is an international one: what can we learn from the experiences of radio and television broadcasters in Europe about Freedom and Responsibility in Broadcasting?

I

After some long and frank talks with broadcasters in the Soviet Union, I wrote out a one-sentence description of Soviet broadcasting. The top policy officials of radio and television in Moscow, Leningrad, Tblisi and Kiev all approved it. The statement was as follows:

"Support of the basic ideologies of Communism, of the Communist Party, and of current government policies and practices, is the principal, underlying and continuing objective of all Soviet broadcasting."

Hardly our attitude, is it? But a superficial look at certain aspects of broadcasting in the United Kingdom, reveals what at first may appear as an equally alarming state of affairs. The governing boards of both the British Broadcasting Corporation and the Independent Television Authority are appointed by the government, and may be dismissed at will. The BBC's License declares that the Corporation must broadcast any announcement which any government department requests it to broadcast, and that the Postmaster General may veto any single program or class of programs. Provisions in the Television Act of 1954 extend the same controls to Britain's other broadcasting organization, the ITA.

At first glance, therefore, one might conclude that the Russian and British systems are both subject to complete government control, whereas in fact they are entirely different in this respect.

Let us go back to Russia. The USSR, like all totalitarian states, has from its earliest days controlled the arts, literature, religion, education, press, films and broadcasting, in its drive to attain what might be called "spontaneous conformity." Nicolai Lenin observed that a newspaper "is not merely a collective propagandist and collective agitator, it is also a collective organizer."

On the subject of broadcasting, Pravda stated that radio and television play a vital role in the dissemination of political information, in "propagandizing the ideas of Marxism-Leninism and [in] popularizing advanced production experience and the accomplishments of socialist culture . . . . "

But in the United Kingdom, on the other hand, all tradition favors freedom of expression. When the House of Commons was discussing the BBC's first License in 1926, the Postmaster General explained that the clause permitting the government to initiate programs was intended to apply only to police broadcasts and weather warnings. He went on the say: "If any Government oversteps the line and goes beyond this, I have no doubt they will be . . . properly brought to book, in the House of Commons." Then he said, "I want to make this service not a department of the State, and still less a creature of the Executive, but so far as is consistent with Ministerial responsibility, I wish to create an independent body of trustees operating the service in the interest of the public as a whole."

As to the veto power, it has been used only four times during the past 35 years, two of which rulings were later rescinded. The two remaining in effect prohibit editorializing (a similar regulation applies to the ITA), and party political broadcasts in Wales, except in connection with those for the entire country.

Therefore, when we examine the background for the statement about broadcasting in the USSR, we find that it means what it says--broadcasting is subservient to Party and State. But the British situation is entirely different: to us these facts may appear dangerous threats to free speech, but in reality they are not.

The point of all this is, that we must not judge single features of a country's broadcasting system out of context. We can learn a great deal from a comparative study of broadcasting, but beware of the man who selects an item from one country's system to prove a point about broadcasting somewhere else. A system of broadcasting grows out of, and must be judged against the background of its environment.

II

With this warning in mind, let us examine some aspects of broadcasting in the United Kingdom. The commercial system will interest us most, since it was set up to avoid some of the problems we are now encountering. But we should begin nevertheless with the British Broadcasting Corporation, which is still very much alive and active, even though most of the publicity concerns the newer services of the Independent Television Authority.

The BBC is a public corporation. It is not a government department. It is run by its own Board of Governors, who are appointed by the government, though they are not political appointees. Members may be dismissed by the government at will, though none ever has been.

The BBC is supported by the proceeds from license fees. Each household with a radio set must buy a yearly license which costs £1 or $2.80. Each household with a television set must buy a license, which, together with the accompanying excise tax, costs £4 or $11.20. A television license automatically covers radio too. The BBC has no commercial programs.

With the possible exception of the broadcasting system of Russia, the BBC is the world's largest broadcasting organization. It runs four domestic radio services, and one television network, and also does all of Britain's international broadcasting. It's staff includes over 15,000 full time people. It's annual income is in excess of $90,000,000, of which $75,000,000 is for domestic radio and television, and the rest for international broadcasting.

The ITA, too, is a public corporation, whose governing board is appointed, and may be dismissed by the government, exactly like that of the BBC. It is, of course, supported by advertising, not by license fee proceeds.

In view of the fact that it is called the Independent Television Authority, one may ask, independent of what? Well, independent of really nothing except the BBC. Its relationship to the government is almost precisely like that of the BBC;

and while it is independent of license fee support, it is dependent on advertising support. Perhaps the whole point is that the expression, Independent Television Authority, sounds better than, Commercial Television Authority.

The basic structure of the ITA is unique in the whole world. Since it grew out of a desire to avoid the very problems we are encountering right now, it is worthy of our careful attention.

The Television Act was passed by Parliament in July 1954, after long and heated debate, in the course of which great doubts were expressed about commercial television. The critics had in mind the BBC's tradition of excellent public service programming; they were afraid that in a commercial system, advertisers would control the programs; they thought that competition might lead to a lowering of standards, in the inevitable competition for audiences; and they were sure that competition would result in the neglect of minority interests.

Therefore, they came up with a new pattern, the basic feature of which was the separation of responsibility for program content and advertising. The model for the ITA was the press, in which news and editorial columns are kept entirely separate from advertising copy, rather than American commercial broadcasting, in which advertisers often provide programs, or at least participate in their development. The director-general of the ITA calls this, "editorial television," and I think the term is a good one.

Independent television falls into three divisions: the Independent Television Authority itself; the program companies; and the advertisers and advertising agencies.

The ITA may license and run transmitters, but is not to put on programs, although it must select and regulate the contractors who do. It must appoint advisory committees on religious programs, children's programs, and advertising, and then follow their advice.

Next there are the program companies. These private entrepreneurs contract to provide programs for the dozen or more ITA transmitters which now cover almost all of the United Kingdom's population. In London there are two program companies, Associated-Rediffusion, which broadcasts Monday through Friday, and Associated-Television, which broadcasts on Saturday and Sunday. There also are two companies in the Midlands and in the Northern part of England, although in areas with less population, there is only one company for each transmitter. Each company produces some programs of its own, and all exchange programs by network.

The third group of ITA participants is made up of the advertisers and their agencies. The agencies buy time and prepare advertisements, which consist in the main of short spot announcements, ranging in length from seven seconds to one minute. Once a day, on most stations, there also is an advertising magazine program fifteen minutes in length.

Whenever an agency is set up to regulate a large national enterprise, like transportation or broadcasting, there usually ensues a long conflict between the regulators and the regulated, with each striving for the upper hand. In the United States we have the FCC, on one side, and the broadcasting industry with its NAB on the other. Their counterparts in the United Kingdom

are the ITA and the program companies. The latter, with their extensive financial connections, influential leaders, and tremendous profits, are sometimes said to be more powerful than the Authority itself. This is not the time to decide who is on top--the ITA is, mainly, I think; but surely the future of British television depends largely on the ITA staying there most of the time.

III

The last chairman of the Federal Communications Commission wondered whether the FCC has authority to judge the program performance of American radio and television stations, but there is no question at all about the situation in England. Let me quote a few sections from the Television Act of 1954.

ITA programs are to maintain "a high general standard of quality." Contracts with companies must "contain all such provisions . . . necessary . . . for . . . securing compliance with . . . this Act," including the right to examine scripts in advance, and forbid the broadcasting of any matter. Programs are to "maintain a proper balance in their subject-matter"; that is, there are to be serious and cultural as well as entertainment programs.

News must be presented "with due accuracy and impartiality." ITA programs are to contain no editorializing, and there are to be no advertisements pertaining to religious, political, or controversial subjects. There may be religious, political and controversial programs, but such matters are not to be dealt with as advertisements.

The rules for advertising are also very strict. The key provision is this one. The Television Act of 1954 says:

"Nothing shall be included in any programmes . . . which states, suggests, or implies, or could reasonably be taken to state, suggest or imply, that any part of any programme . . . which is not an advertisement has been supplied or suggested by any advertiser . . . . "

What happens, you see, is that programs are timed to leave some six minutes free during each hour. During these periods, the program companies insert the commercials. An advertiser may select the time when his ad is to be broadcast, but he has no more control over the adjacent program than he has over the news columns appearing on the pages of the newspapers in which he buys space.

To spell out this separation of functions, the ITA has ruled that a performer may not step out of character to give commercials; in other words, the men who read the news, or introduce the comedy shows,do not give the commercials.

An advertisement utilizing a television character, like Pop Eye, for example, cannot be broadcast on the same day as the program in which the character appears. A commercial in which an actor appears out of character, in a neutral setting, cannot be broadcast within a half-hour of any production in which the actor plays a role.

The Advertising Committee has drawn up a set of Principles for Television Advertising which, in some fifteen pages, covers almost all conceivable situations, and with the force of law.

I particularly like this sentence: "The irrelevant use of data and jargon must never be resorted to to make claims appear more scientific than they really are. Statistics of limited validity should not be presented in such a way as to make them appear to be universally true."

Finally, we should note that the Independent Television Authority was set up for a period of only ten years. Soon the government will appoint a committee to make a thorough investigation of all aspects of British radio and television, ITA and BBC. After that will come Parliamentary debate, leading to decisions about the future of both. This, of course, is in sharp contrast to the American practice, where licenses are usually renewed with little or no difficulty, no matter what the circumstances of program performance.

IV

What kind of programs come out of this system? Generally speaking, good ones. The ITA has pleasantly surprised many of its critics, and pleased most of its friends. During the debates on the Television Act in 1954, some prophets forecast that commercial television would be a shambles of shoddy audience-getting programs. This has not happened. ITV has had its falls from grace, but by and large, it has performed well, with serious as well as light programs. In fact, the difference between ITA and BBC has been mainly one of emphasis, not of quality. Both organizations offer a wide range of programs, from light comedy to serious discussion and back again, although the BBC presents more serious material, especially during peak evening hours.

Are there any complaints? Of course there are. There always are complaints about the mass media. Too much light entertainment, say some critics. Too many American programs, say others, particularly westerns and crime dramas during peak viewing hours.

Naturally, there is much debate about the commercials. The ITA permits an average of six minutes of commercials per hour, with a top of eight minutes during evening periods, although this may soon be reduced to six minutes. The law states that commercials must be introduced at what are called "natural breaks." But what is a "natural break?" It is often claimed that the breaks are more "manufactured" than "natural."

No list of complaints about British television could overlook the matter of ITV profits. After a wobbly financial start, the program companies, with commercial television monopolies in their respective areas, soon were earning profits beyond their wildest dreams. Last year, for example, the returns averaged 130%; for the program companies that is, not the ITA itself. It is reasonable to assume that unless commercial competition is introduced to lower the program companies' income, some other means will be found to reduce these profits.

V

It is always interesting to compare audience reactions in different countries. Although many Americans believe that Europeans have more sophisticated tastes than we have, three-and-a-half year's residence in Europe, plus much examination of audience research data, has convinced me that if anything,

our standards are higher than theirs. Perhaps the upper five per cent of educated people in Europe know more about Mozart, Rembrandt, Shakespeare, and Tolstoy than their opposite members here; but when you take in the other ninety-five per cent, the balance shifts.

As between BBC and ITA, the division of audience averages about 65 to 70 per cent ITA, and 30 or 35 per cent BBC. This is the natural consequence of the greater emphasis placed on light entertainment by the commercial network. In the overall, British viewers like plays, comedy and variety, and greatly dislike symphony and opera. Incidentally, at a meeting of serious music producers in Salzburg last August, I was told that when one of the German networks scheduled an experimental musical telecast, the audience size and appreciation index fell to an all time low. Apparently even the birth land of Bach, Beethoven, Brahms and Wagner has much the same tastes we have over here.

On the radio side, too, there are some interesting data. The BBC has four radio services, broadcast over three networks. The Light Programme consists mainly of entertainment and light music; the Home Service is a balance of the light and serious; the Third Programme is the really intellectual service; while Network Three, which shares time on the same transmitters with the Third Programme, is much like an American educational radio station. The division of audience between the three networks has remained through the years at about 65 to 70 per cent Light Programme, 27 to 29 per cent Home Service, and 1 or 2 per cent Network Three and Third Programme.

Several years ago the BBC reorganized its radio services to meet inroads from television and Radio Luxembourg. In the course of this, it moved some serious material from the Light to the Home Service and some from both of these services to Network Three. Thereafter, the programs moved to networks which lacked entertainment features to build audiences, declined seriously in ratings. All this poses the basic policy problem of whether one reaches more people with serious programs on special or on balanced services.

The ITA schedules most of its serious programs before 7:00 or after 10:30 p.m., whereas the BBC regularly broadcasts serious features in the middle of the evening. But the ITA has more viewers for its serious programs at 10:30 and 10:45 p.m., than BBC gets at 9:00 p.m., by virtue of its generally larger audiences.

Since Britain will soon introduce one or more additional television networks, it has been proposed that one of these be an educational network, and this has brought up the merits of specialized services in television. The BBC strongly opposes such a development, favoring balanced, though contrasting services. Some ITA spokesmen, however, advocate the development of an educational network.

VI

All things considered, it is my conclusion that British broadcasting is better off by virtue of having competition than it was back in the monopoly days. The fact that there are two separate broadcasting organizations competing with each other has helped, or at least hastened, to bring about

certain improvements in the climate in which broadcasting is done. Outstanding, for example, are the great improvements in the coverage of politics and controversy, as well as in news broadcasting. Competition has spurred the BBC to do better work, partly because the more progressive and bolder elements within the Corporation are better able to assert themselves in the face of competition.

But competition has been good for British broadcasting only because the system set up by the Television Act of 1954 combined freedom with responsibility. Fairly tight control of competition is an indispensible part of the plan. The British, with their genius for compromise, have devised a method which enables a regulatory body to insist on high standards of programming and advertising, without interfering with the freedom of expression so essential to the life of a democratic country. This is not to say that the ITA is by any means perfect; but it does work well, and it has within itself the possibility of improving in future years.

One of the most fundamental questions is whether or not advertisers do influence program policy. It seems to me that the answer must be both "yes" and "no." The fact that the system is commercially supported, means that large audiences are desirable, and hence, so are programs of wide popular appeal. In fact, any extended talk with a program company executive sooner or later gets around to the subject of ratings.

On the other hand, ITV is quite free of advertiser interference with both the large and small aspects of program planning. An advertiser, through his agents, usually books time spots many months ahead. He may know that his commercial

will come during a break in the Sunday evening broadcast from the state of the London Palladium, or perhaps in the middle of a dramatic show; but the chances are he will not know what acts will be on the Palladium show, or what the play and the cast will be. Accordingly, there has been no concern over the political leanings of the talent, or whether the actors smoke cigars on a program in the course of which there may be a commercial for cigarettes.

So, the answer to the question, do the advertisers influence programs, is both "yes" and "no." But less, I think, than here.

There is one important difference between the Television Act of 1954 and the Communications Act of 1934, on which our system is based. The American Law was enacted before there was anything like a full appreciation of radio's social function; long before television's problems were foreseen; and without much knowledge of the many factors that would contribute to the development of radio and television broadcasting. In the intervening years, legislative and FCC policies grew up under the influence of constant and strong pressures from the broadcasters to maintain laissez-faire attitudes.

In sharp contrast to this, the British set up their commercial system at a single stroke, after an extensive review of the problems confronting all countries with commercial broadcasting. Parliamentary consideration of the Television Act, received far more attention in Britain than did Congressional debates on the Communications Act in the United States. Accordingly the British law contains a number of provisions intended to avoid some of the problems which have plagued American broadcasting.

The newspaper pattern is followed in separating responsibility for program material and advertisements; the law spells out many of the details of what we group together vaguely as "public interest, convenience and necessity"; the life of the ITA is limited to ten years; and rechartering is dependent upon new legislation, to be enacted only after a government commission makes a detailed report on all aspects of its operation. British commercial television, therefore, works in a very different climate than does American broadcasting, and under conditions which are relatively more favorable to the controller than to the controlled.

In the ITA, therefore, Britain has found a good formula for freedom within a framework of regulation. Many aspects of that system deserve our attention. But as we examine them, let us remember that the United Kingdom and the United States are two different countries. The British system of controlled commercial television works well there; perhaps some of its features could be introduced here. But a system of broadcasting grows out of its environment. It must be planned that way; it must be judged that way.

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."

A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from
the National Endowment for the Humanities

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